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THE EFFECT OF INFORMATION SEARCH ON SATISFACTION OF CARPET BUYERS

by

(C) JENNIFER J. GRIEVE

A THESIS

SUBMITTED TO THE FACULTY OF GRADUATE STUDIES AND RESEARCH

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE

OF MASTER OF SCIENCE

IN

CLOTHING AND TEXTILES

FACULTY OF HOME ECONOMICS

EDMONTON, ALBERTA

FALL 1983

June 10, 1983

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Dear Jennifer:

This letter is your permission to reprint and use in your Master's thesis the Initial Telephone Interview and Self-Administered Questionnaire first used in my 1982 Master's thesis, "Effectiveness of the Canadian Carpet Institute's Classification Label as an Information Source for Carpet Buyers."

Sincerely,

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Betty Crown

Supervisor

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Date June 22, 1983

ABSTRACT

The Effect of Information Search On
Satisfaction of Carpet Buyers
by
Jennifer J. Grieve
University of Alberta, 1983

Professor: Dr. Elizabeth M. Crown
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Department: Clothing and Textiles

The purpose of this study was to determine if relationships exist between extent and type of prepurchase search behavior and postpurchase satisfaction/dissatisfaction, particularly with the incidence of inappropriate selection and placement of carpet. More specifically, awareness, understanding, and use of the information sources and the incidence of postpurchase problems were examined to determine what relationships existed between these variables.

The Engel, Blackwell and Kollat model of a high-involvement decision process was the conceptual framework used for the study (Engel and Blackwell, 1982: p. 500). The study was the second phase of a longitudinal research project designed to investigate the effectiveness of the CCI label as an information source for carpet buyers. The longitudinal nature of the study necessitated the use of the same sample for Phase II as Phase I undertaken by Hartman (1982). A total of 92 consumers who bought carpet in the Edmonton area participated in completion of a questionnaire approximately eight months after purchase. A multiple measure approach to determine satisfaction with carpet was taken in the development of a self-administered questionnaire for the Phase II study. The consumer satisfaction data from Phase II were studied

in conjunction with the Phase I prepurchase behavior data. The data were statistically analyzed using Pearson's product-moment correlation coefficient and oneway analysis of variance.

The findings indicated that the most frequently mentioned dissatisfying attributes were installation, dirt showing, and vacuum marks and footprints showing while the most satisfying features were color, appearance and feel. Durability was neither a major source of dissatisfaction or satisfaction. The results showed that respondents with a greater store search were most likely to exceed or meet their expectations of the carpet. Respondents who found salespeople, booklets and pamphlets most useful were more satisfied than respondents who found magazine and newspaper advertisements most useful. The CCI label assisted carpet buyers in making a satisfactory purchase.

Stated importance of performance and expectations regarding carpet performance had little meaningful effect on postpurchase satisfaction. However, dissatisfaction with a previous carpet resulted in greater satisfaction with a replacement carpet. Consumers who were initially satisfied with their carpet shortly after installation were also satisfied approximately eight months later.

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I. INTRODUCTION

The rise of the consumerism movement has been in part a result of increased dissatisfaction amongst consumers. Consumer decision making does not simply end with the act of purchase, but rather, it continues as the consumer uses the product and evaluates his or her choice. The focus of this study will be on the relationship between postpurchase satisfaction/dissatisfaction and prepurchase information search, particularly with durable goods, and more specifically with the purchase of carpet. Relationships between use of the Canadian Carpet Institute's label and pamphlet as information sources and consumer expectations and satisfaction will be examined.

The Canadian Carpet Institute introduced a voluntary program for informative labelling of residential carpeting in April 1979. The purpose of the Classification Label on the carpet sample is "to advise consumers at the point of purchase of a carpet's expected ability to retain its appearance compared to other carpets."[1] In addition to the label a free brochure, "Shopping for Carpet?... The Classification Label Can Help You," was introduced in an effort to guide the consumer in the selection of the correct carpet classification for each room in the home, considering family size, habits, and traffic patterns. Three appearance retention classes for carpet were established - light, medium and plus - based on performance criteria developed by industry experts. A testing program was established by the Canadian Carpet Institute to monitor production and labelling compliance.

---

[1] Edwards, D. S., "Informative Labelling of Carpets in Canada," unpublished text of a presentation to the technical committee, Carpet and Rug Institute, Nashville, Tennessee, September 19, 1980, p. 4. (Available from the Canadian Carpet Institute, 1080 Cote du Beaver Hall, suite 1002, Montreal, Quebec H2Z 1T6).

A. Statement of the Problem

The main purpose of this study is to determine if relationships exist between extent and type of prepurchase search behavior and postpurchase satisfaction/dissatisfaction, particularly the incidence of problems associated with inappropriate selection and placement of carpet. More specifically, awareness, understanding and use of the information sources and the incidence of postpurchase problems will be examined to determine if relationships exist between these variables. A major focus is on the CCI label and pamphlet as information sources.

This study is the second phase of a longitudinal research project designed to investigate the effectiveness of the CCI label as a source of information for carpet buyers. The main purpose of the first phase, undertaken by Hartman (1982), was to determine the extent and type of consumer prepurchase search behavior when purchasing carpet and to study consumer awareness, understanding and use of the CCI label and pamphlet.

In Phase I, the population under study was comprised of those consumers who had recently purchased carpet. A sample of 109 respondents completed a telephone interview and questionnaire designed to determine prepurchase search behavior, expectations, and initial satisfaction with the carpet.

The findings of the first phase showed two product attributes, color and price, as being the most frequently mentioned evaluative criteria. Hartman (1982) reported that respondents conducted a relatively limited store search despite the perceived risk involved with the major expenditure in the purchase of carpet. The respondents who carried out a less extensive store search generally scored a higher level of initial satisfaction. A variety of information sources were consulted with the carpet salesperson ranking as the primary information source. Hartman's findings revealed that support by the retailer for the CCI labelling program increased the respondents' awareness and understanding of the CCI label.

B. Justification

In a study of consumer satisfaction/dissatisfaction and complaining behavior among Canadian consumers the most frequent reason given for dissatisfaction with housing and home furnishings was inferior quality of materials (Ash, 1980). Carpeting problems analyzed by the University of Alberta's Textile Analysis Service however, reveal that complaints about quality are often a result of inappropriate selection and placement of carpet.

According to consumer behavior theory, the use of product information when evaluating alternatives should help the consumer in the decision process when purchasing carpet. It follows that provision of information on expected performance of various carpet alternatives should reduce postpurchase dissatisfaction due to inappropriate selection and placement. The realization of this outcome depends not only on the provision of this information but on other factors related to consumer awareness, understanding and use of the information sources.

In a study by Anderson (1977) it was reported that satisfaction is influenced by the type and extent of prepurchase search activity. Anderson posed this question for researchers, "What type of search behavior leads to improvements in the quality of the ultimate purchase decision?"

The Canadian Carpet Institute's labelling scheme is a voluntary program whereby the carpet manufacturers provide the label information. There is a definite need to evaluate the impact of such programs on consumers as well as to utilize the findings in designing future programs and revising the existing programs. If such a program proves to be successful, that is, carpet purchasers experience fewer problems with selection and placement of carpet, and are generally more satisfied, this may then lead manufacturers of other home furnishing products to follow suit and introduce additional information programs.

It is hoped that the findings of this study will not only shed some light on the effectiveness of the CCI labelling program, but also provide thoughts

toward improving the effectiveness of this voluntary scheme. By studying the relationships between consumer prepurchase information search and postpurchase satisfaction/dissatisfaction with carpet, the findings of this research should also contribute to the overall development of consumer behavior theory.

C. Objectives

The objectives of this study are as follows:

1. To determine the incidence and type of carpet problems encountered approximately eight months after purchase, especially those related to inappropriate selection and placement of carpet.
2. To develop a measure of postpurchase satisfaction/dissatisfaction with carpet.
3. To investigate the relationship between postpurchase satisfaction/dissatisfaction approximately eight months after purchase and each of the following variables:
   a. stated importance of performance as an evaluative criterion in purchasing carpet,
   b. extent of prepurchase search,
   c. type of information source perceived most useful,
   d. prepurchase awareness and understanding, perceived usefulness and helpfulness of the CCI label/pamphlet,
   e. initial expectations of carpet performance,
   f. consumer experience (satisfaction with previous carpet),
   g. initial satisfaction, and
   h. propensity to complain.

D. Null Hypotheses

A number of null hypotheses have been developed and were tested to meet objective three:

1. There will be no significant difference in postpurchase satisfaction/ dissatisfaction among consumers differing on stated importance of performance.
2. No significant relationship exists between the extent of prepurchase search and postpurchase satisfaction/dissatisfaction.
3. There will be no significant difference in postpurchase satisfaction/ dissatisfaction among consumers differing in most useful information source.
4. There will be no significant difference in postpurchase satisfaction/dissatisfaction among consumers differing in:
   a. prepurchase awareness of the CCI label.
   b. prepurchase awareness of the CCI pamphlet.
   c. prepurchase understanding of the CCI label.
5. There will be no significant difference in postpurchase satisfaction/ dissatisfaction among consumers differing in perceived usefulness of the CCI label.
6. No significant relationship exists between the perceived helpfulness of the CCI label and postpurchase satisfaction/dissatisfaction.
7. There will be no significant difference in postpurchase satisfaction/ dissatisfaction among consumers differing in initial expectation of carpet performance.
8. No significant relationship exists between expected life of carpet in years and postpurchase satisfaction/dissatisfaction.
9. No significant relationship exists between consumer prior experience with carpet and postpurchase satisfaction/dissatisfaction.
10. No significant relationship exists between consumer initial satisfaction and postpurchase satisfaction/dissatisfaction with carpet after approximately eight months.

11. No significant relationship exists between consumer propensity to complain and postpurchase satisfaction/dissatisfaction.

E. Definitions

1. Stated importance of performance - the relative salience to the consumer, when making the purchase decision, of features such as durability, wearability and appearance retention. Operationally defined by responses to items 1a and 1b in Appendix B.
2. Extent of prepurchase search - the degree to which a consumer investigates the carpet alternatives presently available in the marketplace. This concept is subdivided into five measures (adapted from Anderson, 1977):
   a. Prepurchase period - the length of time in weeks the consumer looks for carpeting prior to the actual purchase. Operationally defined as the response to item 2a in Appendix B.
   b. Number of stores visited - operationally defined as the total number of responses indicated in 2b in Appendix B.
   c. Total number of store visits - operationally defined as the responses indicated in 2b in Appendix B.
   d. Other carpets considered - a comparison of product alternatives, particularly the number of alternatives considered. Operationally defined as the response to item 2c in Appendix B.
   e. Number of different sources consulted - operationally defined by the responses indicated in 3a (Appendix B).

   A composite index for prepurchase search was obtained by summing a, b, c, d, and e.
3. Most useful information source - the consumer's perception of the most beneficial source of information. Operationally defined as the responses to item 3b in Appendix B.
4. Prepurchase awareness - the consumer's level of consciousness about the

existence of the CCI label/pamphlet during the period preceding the actual purchase. Operationally defined by the responses given to items 6.3, 14, and 18 in Appendix B.

5. Prepurchase understanding - the researcher's judgement of the consumer's level of comprehension of the purpose of the CCI label. Derived from the responses given to item 8 in Appendix B.
6. Perceived usefulness of CCI label - an impression on the part of the consumer towards the beneficial use of the CCI label. Operationally defined as the responses to item 11 in Appendix B.
7. Perceived helpfulness of CCI label - the consumer's evaluation of the CCI label information in terms of its helpfulness in the consumer decision process. Operationally defined as the responses given to item 10 in Appendix B.
8. Initial expectations - the consumer's anticipated performance of the carpet based on familiarity with the product, previous experience, or on preconditioned set (Schiffman and Kanuk, 1978). Operationally defined as the responses to item 19 in Appendix B and item 4 in Appendix A.
9. Initial satisfaction - the consumer's evaluation of the carpet performance within the first two weeks of installation. Operationally defined by the responses given to items 20 and 22 in Appendix B.

The previous nine definitions were modified from Hartman, 1982.

10. Postpurchase satisfaction/dissatisfaction - an evaluation of the chosen alternative in terms of its consistency with prior beliefs with respect to that alternative (Engel, Blackwell and Kollat, 1978). Operationally defined as the responses given to items 1 to 8 and items 11 to 13 in Appendix D.
11. Prior experience (satisfaction with previous carpet) - the sum effect of the consumer's past purchases, previous knowledge and satisfaction with previous carpet purchases and/or use. Operationally defined by the responses given for item 5b (Appendix B).
12. Propensity to complain - the consumer's tendency to carry out postpurchase dissatifaction action following an unsatisfactory purchase.

Operationally defined as the responses given to items 14 to 20 in Appendix D.

F. Scope of the Study

The initial sample for Phase I was selected from the population of consumers who had recently purchased carpet. A sample of carpet consumers in the Edmonton area was selected with the assistance of a carpet distributor and retailers in Phase I. Due to the longitudinal nature of the study, the Phase II sample was the same as Phase I, however, the sample for Phase II was somewhat smaller as some consumers withdrew from the study or were unavailable for contact. The consumer satisfaction/dissatisfaction data collected from Phase II were studied in conjunction with the information gathered in Phase I concerning prepurchase behavior.

II. REVIEW OF LITERATURE

The review of literature comprises seven sections. The first section focuses on outcomes of choice. A summary of the theoretical perspectives used in consumer satisfaction/dissatisfaction research is presented in the second section. In the third section the factors influencing consumer satisfaction/dissatisfaction are considered. The fourth part discusses postdissatisfaction behavior. In the fifth section, literature directly related to consumer satisfaction/dissatisfaction with durable goods and textile products is summarized. The last section concentrates on measurement of consumer satisfaction/dissatisfaction.

A. Outcomes of Choice

In the purchase process, the consumer engages in evaluation of his or her purchase decision in light of his own beliefs and expectations. Outcomes of this choice include: dissonance, and satisfaction or dissatisfaction.

Postpurchase dissonance is defined as:

> "post-choice doubt motivated by awareness that one alternative was chosen and the existence of beliefs that unchosen alternatives also have desirable attributes" (Engel and Blackwell, 1982: p. 505).

Postpurchase dissonance occurs as a result of a discrepancy between a consumer's decision and the consumer's prior evaluation (Loudon and Della Bitta, 1979). Engel and Blackwell (1982) suggest dissonance is likely to occur under the following conditions:

1. Once a minimum threshold of dissonance tolerance is surpassed.
2. The action is irrevocable. When a consumer purchases carpet, there is little likelihood that he will be able to reverse his decision and get his money back once the carpet has been installed.
3. Unselected alternatives have desirable attributes.
4. There are several desirable alternatives.

5. The consumer is committed to his decision because it has psychological significance. A large carpet purchase is likely to have great psychological significance to the buyer because of its reflection of his or her personal decorating tastes.
6. Available alternatives are quite dissimilar in their attributes. Although there may be many similar carpet brands and styles, each alternative may have some unique features.
7. Perception and thought about the unselected alternatives is undertaken as a result of free will with little or no outside applied pressure.

Dissonance is reduced by the consumer either changing his evaluation of the alternative or seeking new information to support his choice.

Another outcome of choice is either satisfaction or dissatisfaction, the major focus of this study. There are many synonyms used to define satisfaction: gratification, pleasure, positive hedonic tone, happiness, joy, enlightenment, and self-actualization (Leavitt, 1978).

Day (1980) cites a number of definitions of consumer satisfaction:

> "a level of happiness resulting from a consumption experience."
>
> "a cognitive state resulting from a process of evaluation of performance relative to previously established standards."
>
> "a subjective evaluation of the various experiences and outcomes associated with acquiring and consuming a product relative to a set of subjectively determined expectations."

Consumer satisfaction refers to the relative "goodness" of the subjective experiences accompanying an individual's consumer behavior (Westbrook, 1977). Engel and Blackwell (1982: p. 501) define satisfaction as:

> "an evaluation that the chosen alternative is consistent with prior beliefs with respect to that alternative."

According to Howard and Sheth, satisfaction refers to the buyer's mental state of being adequately rewarded in a buying situation for the sacrifice he has made.

Dissatisfaction can therefore be defined as the reverse to satisfaction, that is, dissatisfaction is an evaluation that the chosen alternative is not consistent with prior beliefs with respect to that alternative (Engel, Blackwell,

and Kollat, 1978). Consumer dissatisfaction is taken to indicate the degree of unfavorability of an individual's experiences associated with his or her behavior (Westbrook, 1977). Anderson (1973) quotes the Random House Dictionary's definition of dissatisfaction:

> "dissatisfaction results from contemplating what falls short of one's wishes or expectations."

It should be noted that the two terms, dissonance and dissatisfaction are distinctly different. Dissonance arises when the consumer has doubts as to whether his or choice was the best one, whereas with dissatisfaction, there is little doubt.

B. Consumer Satisfaction/Dissatisfaction Theories

This section of the literature review is a summary of the theoretical perspectives used to date in research of consumer satisfaction/dissatisfaction.

Dissonance or assimilation theorists believe that any discrepancy between expectations and product performance will be minimized or assimilated by the consumer's adjusting his perception of the product to be more consistent or less dissonant with his expectations (Anderson, 1973; Oliver, 1980). Cardozo (1965) assumes that shopping effort results in one cognition and actual product performance results in another. The individual must then cognitively work with his expectations and perceived product performance until the inconsistency is resolved.

The basis of contrast theory is that consumers will magnify the differences between the actual product performance and product expectations. In other words, if the objective performance of the product fails to meet the consumer's expectations, the consumer will evaluate the product less favorably than if he had no prior expectations for it. Contrast theory is thus, the converse of assimilation theory (Anderson, 1973).

The generalized negativity theorists postulate that any discrepancy that exists between expectations and reality results in a generalized hedonic state.

This causes the product to receive a more unfavorable rating than if it had coincided with expectations. Even if product performance exceeds consumer expectations it will be viewed negatively or less satisfying than its objective performance would justify (Anderson, 1973; Oliver, 1980).

Assimilation-contrast theory implies that there are zones of acceptance and rejection in consumer perceptions. When the disparity between expectations and actual product performance is small so that it falls within the consumer's latitude of acceptance, the consumer will assimilate the difference by rating the product more in line or consistent with expectations than the objective performance justifies. When the discrepancy between expectations and actual product performance is so great that it falls into the latitude of rejection, then the contrast effect occurs and the consumer magnifies the perceived disparity between the product and his expectations for it. Expectations serve as the basis for the judgement of product performance and assimilation or contrast effects will occur as a function of the degree of discrepancy between actual and expected performance (Anderson, 1973; LaTour and Peat, 1979; Oliver, 1980).

LaTour and Peat (1979) proposed an alternative conceptualization in which the outcome of any interaction is viewed in terms of rewards and costs. For each attribute there is a comparison level which is a function of past experiences, others' experiences and expectations. In determining an overall level of satisfaction, each discrepancy is weighted by the importance a consumer attaches to that attribute dimension.

Oliver (1980) proposed yet another theory whereby satisfaction is a function of expectation and disconfirmation. Consumers develop varying expectations regarding a product's performance based on a number of factors such as prior experience, others' experiences, manufacturer's reputation and advertising. The expectation level therefore becomes a standard against which the product is judged. Disconfirmation is a perceptual phenomenon and Oliver (1980) hypothesized that consumers' discrepancy ratings are normally distributed around their expectation level. Oliver (1980) postulated that the consumer's net

response is the result of the expectation level plus or minus a magnitude of disconfirmation.

Swan and Combs (1976) and Maddox (1981) conducted clothing studies based on Herzberg's two-factor theory which construes satisfaction and dissatisfaction to be different constructs. According to the two-factor theory, a consumer's level of satisfaction is independent of the level of dissatisfaction and an individual may simultaneously be satisfied and dissatisfied. Swan and Combs postulated that consumers evaluate product performance along two qualitatively different sets of dimensions. Swan and Combs hypothesized that expressive performance is associated with satisfactory attributes while instrumental performance would be associated with dissatisfactory attributes. Instrumental performance corresponds to the performance of the physical product, and expressive performance is related to the psychological level of performance. Swan and Combs predicted that instrumental performance is a necessary, but not sufficient, condition for satisfaction. Results of the study revealed that satisfactory clothing items tended to be associated with a higher or equal proportion of expressive attributes and for the dissatisfactory items the proportion of instrumental outcomes exceeded the expressive outcomes. Swan and Combs concluded that instrumental requirements must be satisfied first before satisfaction can occur. This suggests that the two constructs are dependent on one another.

The Maddox (1981) study was a replication of the Swan and Combs (1976) study of satisfaction with clothing using a larger sample. The findings of the Maddox study showed that some expressive outcomes were mentioned more frequently in satisfying incidents than dissatisfying incidents, whereas unfavorable clothing experiences were more likely to include at least one instrumental outcome.

Lancaster (1971) proposed that satisfaction is derived from the properties or characteristics which the goods possess. Hawes and Arndt (1979) pointed out that if the researcher accepts the concept of multiple benefits or satisfactions accruing to consumers through the use of goods and services,

then the researcher is faced with the problem of defining the multiple satisfactions.

Although there are several proposed theories of consumer satisfaction/dissatisfaction, as yet these theories have not been agreed upon or thoroughly tested.

C. Factors Influencing Consumer Satisfaction/Dissatisfaction

After consumers purchase a product, they are said to compare the actual performance of the product with their prior expectations. If expectations are reasonably met, the consumer is satisfied (Landon, 1980). Therefore, satisfaction is a function of the discrepancy between a consumer's expectations about the performance of a product and actual or obtained product performance (LaTour and Peat, 1979; Anderson 1973). Most theories postulate that if expectations are exceeded by product performance then satisfaction will result. On the other hand, if expectations exceed product performance then the outcome is dissatisfaction.

Expectations can be broken down into three categories:

1. expectations about the attributes of the product,
2. expectations about the costs and efforts which will be expended in obtaining the direct benefits of the product or service, and
3. expectations of social approval or other derived benefits or costs resulting from the purchase (Day, 1977).

Gronhaug and Arndt (1980) point out several factors that may lead to a negative discrepancy between expectations and perceived satisfaction: lack of knowledge, probability of judging the alternatives, variability of the quality of the alternatives and the perceived importance of the purchase. Wotruba and Duncan (1975) identified the postulated reason for consumerism: consumer expectations of product performance are rising more rapidly than actual product performance is advancing. Unmet expectations are a result of advertising promising more than can be delivered. Technological developments witnessed in space

exploration can possibly entice consumers to demand better and more complex products. Results of the Wotruba and Duncan (1975) study imply that consumers have become more negative during the past several years but do not indicate that consumer expectations are rising.

Essentially, the findings of Cardozo's (1965) pen shopping experiment indicated that not only expectation but effort expended also influenced evaluation of the product. When subjects expended little effort, those who received a product less valuable than they expected rated it much less favorably than did subjects whose expectations were confirmed. When subjects expended high effort, those who received a product less valuable than expected also rated the product less favorably than those subjects who expected to receive and did receive, the identical product. The effect of negative disconfirmation of expectations was to produce a less favorable evaluation of the product. As effort increased, however, the difference between high and low expectation subjects' ratings of the product would decrease. The expenditure of greater effort appeared to moderate the effect of negative disconfirmation of expectation. Since both effort and confirmation or disconfirmation of expectation affect evaluation, Cardozo (1965) concluded that satisfaction may depend not only upon the product itself, but also upon the experience surrounding acquisition of the product. This leads to the conclusion that consumer satisfaction may be more global than simple product evaluation (Cardozo, 1965).

Czepiel, Rosenberg and Akerele (1975) hypothesized that, in addition to expectations, consumer satisfaction is probably a function of the physical attributes of the product, and the motivations, perceptions, effort expended, and aspirations of the consumer as well as the availability of alternatives.

Lehmann, O'Brien, Farley and Howard (1974) suggested six variables that affect satisfaction:

1. importance of purchase,
2. inhibitors such as price and opinions of significant others,
3. brand loyalty,

4. motives and choice criterion,
5. last brand purchased, and
6. the amount of time spent shopping for the product.

Anderson, Engledow and Becker (1979) studied the relationships among attitude toward business, product satisfaction, experience and search effort and found that a positive relationship existed between attitude toward business and product satisfaction and a negative relationship existed between business attitude and information search.

LaTour and Peat (1980) in a study to determine the role of situationally-produced expectations, others' experiences and prior experience in consumer satisfaction, discovered that prior experience was the major determinant of satisfaction with the product. Those consumers with bad prior experience were more satisfied than those consumers with relatively good prior experience. LaTour and Peat hypothesized that prior experience is probably the most important determinant of consumer satisfaction because personal experience is most vivid and salient.

Day (1977) outlined several aspects which can contribute to the complexity of the consumer's evaluation of products. The product may be used over a long period of time as is the case with carpeting so that the evaluation process is more or less continuous and the consumer's feelings about the product may vary over time. If the product is complex and involves many different features, some attributes may be satisfactory while others are unsatisfactory. Technological complexity leads to postpurchase grievances for at least two reasons: more things can go wrong, and the average consumer is less likely to make an accurate assessment of the product's characteristics and suitability before purchasing it (Morris and Reeson, 1978). Products like carpeting which are used in common with other members of the household mean that the individual's evaluation may be colored by his interaction with other users.

Day (1977) also suggested several situational or circumstantial factors which consumers evaluate and to which they react.

1. prepurchase circumstances such as advertising, displays, sales presentations,
2. purchase circumstances including out-of-stock situations, refusal to extend credit or cash a cheque,
3. problems with delivery and installation,
4. warranty problems, and
5. problems of credit and collection.

Gronhaug and Arndt (1980) suggested that advertising and other commercial stimuli may result in increased expectations, thus increasing the probability of dissatisfaction.

Individual factors including different motivations for purchase, different experiences in the past and variations in the circumstances of use can affect both the consumers' evaluations and postpurchase behavior. Depth of experience as a consumer, degree of personal involvement in the consumption experience and propensity to be critical are three variables proposed for explaining individual differences in evaluative reactions to consumption experiences (Day, 1977).

Diamond, Ward and Faber (1976) identified six types of problems that can lead to consumer discontent:

1. prepurchase problems including deceptive or offensive advertising,
2. purchase/transaction/delivery problems such as failure to deliver, wrong product delivered, excessive charge or damaged product,
3. product performance problems,
4. guarantee/warranty/contract problems,
5. service/repair problems, and
6. deposits/credit/collection problems.

There are several conceptual forces of consumer discontent. Forces within the business system such as product marketing strategies creating unrealistically high expectations, the failure of business to communicate effectively and honestly, and the impersonal and insensitive nature of business and retail institutions can all contribute to consumer dissatisfaction. Forces within the product sector including the large number of products available,

product complexity, the expectations of product improvement and performance from these products creates confusion not to mention dissatisfaction on the part of the consumer. Inflation and changes in the values and attitudes of the society are socio-economic factors that can lead to increased expectations which may not be realized and thus, contribute to consumer dissatisfaction (Lundstrom and Lamont, 1976).

Information Search as a Determinant

Informed consumers should be able to make more intelligent purchase decisions if they are provided with objective factual information on the contents and performance of competing products. Sproles, Geistfeld and Badenhop (1980) concluded that a consumer was more efficient in the purchase decision process with the greater use of information. The more informational cues the consumer obtains or receives, the greater the probability of an efficient or best product choice. Consumer satisfaction as a result of greater use of information is also dependent upon the quality and salience of the information received.

Anderson (1977) reported that the presence of wear information on carpet labels led to a higher incidence of better purchasing circumstances. Such results are promising and programs of voluntary product standards such as the CCI classification labelling program may very well contribute to the long-run solution of product performance problems and dissatisfaction.

A study evaluating relationships among attitude toward business, product satisfaction, experience and search effort by Anderson, Engledow and Becker (1979) showed a positive relationship between information search and consumer product satisfaction. Results show there was a positive relationship between consumer experience and product satisfaction. It is interesting to note that as consumer experience increases, information search decreases suggesting a negative relationship between information search and experience.

According to Engledow, Anderson and Becker (1978), the consumer has three categories of information:

1. commercial sources,
2. buyer sources, and
3. independent or neutral sources.

The use of independent sources such as Consumer Reports which provides performance related characteristics, should result in better buying decisions and hence more satisfied consumers. A study conducted by Engledow, Anderson and Becker (1978) revealed that the perceived use of Consumer Reports test reports are associated with higher satisfaction with the products purchased. The buyer seems to feel better about his purchase when he perceives he has used the Consumer Reports information.

Anderson and Jolson (1973) suggested that if a product is purchased frequently, the consumer is able to judge, prior to each purchase, the product's effectiveness in meeting his expectations. If, on the other hand, a consumer considers purchasing an untried product or unknown brand, he may find a meaningful choice difficult because of his lack of information. Lack of information can therefore lead to dissatisfaction.

A study by Wilkie and Farris (1976) produced interesting results regarding the effect of various information sources on consumer satisfaction. Consumers using magazine and newspaper ads had low confidence that the choice made was the most suitable. Consumers that used booklets on carpeting felt low to moderate satisfaction with this source and had low satisfaction with their selection. Consumers who relied on information provided by salespeople felt high satisfaction with this source of information and experienced high satisfaction with their purchase choice.

D. Postdissatisfaction Behavior

Postpurchase evaluation will have some effect on further purchase behavior. If, for example, a product lives up to the buyer's expectations he will probably purchase it again. If on the other hand, the performance of the product is disappointing (less than expected), he will undoubtedly discontinue its use, and the next time a similar need arises, the buyer will seek a more suitable alternative. With a durable product like carpet, the consumer is not likely to have the opportunity to purchase the exact same product again. In the case of a carpet purchase, the consumer may have to live with his or her decision for several years rather than discontinue its use. In any case, it is apparent that postpurchase evaluation of consumers will feed back as experience and influence future decision processes.

With respect to postpurchase dissatisfaction behavior there are three categories of action:

1. no immediate action - the consumer's evaluation simply becomes part of his information and experience,
2. private action - the consumer can make the decision to discontinue purchase of the product or brand and/or discontinue patronage of the store and/or warn friends and significant others about the experience; and
3. public action - the consumer seeks redress, either by asking the seller for replacement or refund, or complains to the seller, manufacturer, governmental agency or public official, or takes legal action (Barnes and Kelloway, 1980; Krishnan and Valle, 1979; Warland, Herrmann and Willits, 1975).

Several studies have revealed that although dissatisfaction may be great, not all consumers will seek redress. For example, Gronhaug and Arndt (1980) reported that only a fraction of the dissatisfied consumers actually complain. Some of the reasons given for no action include:

1. the costs of complaining in terms of time and effort exceed the benefits;
2. procrastination - consumers never get around to complaining;

3. a defeatist's attitude - the consumer feels they could not get anyone to do anything about it;
4. uninformed or lack of knowledge - the consumer does not know what to do about the problems or where to go for help; and
5. the consumer simply does not care (Gronhaug and Arndt, 1980; Gronhaug, 1977; Day and Bodur, 1978).

Russo (1979) proposed other reasons or responses for why consumers do not take action. Ignorance, forgetfulness and the problem being the consumer's own fault are less socially acceptable reasons and are likely to occur more often than reported. Lambert (1980) believed that extreme feelings of alienation may lead to disengagement behavior, such as not voicing complaints and not seeking remedies from retailers when the consumer experiences dissatisfaction.

To date, demographic factors have not been very useful in explaining satisfaction/dissatisfaction although they seem to have some bearing on postdissatisfaction behavior. Consumers who come forward with complaints are not representative of the entire population of dissatisfied consumers (Day and Landon, 1976). A study of demographic characteristics of Canadian consumer complainers found that the average complainer is middle-aged, well educated, affluent and a managerial-professional man or woman (Liefeld, Edgecombe and Wolfe, 1975).

Warland, Herrmann and Willits (1975) characterized complainers as: better educated, having higher income, more active in formal organizations, more politically committed and liberal, younger, owning more stocks, higher users of Consumer Reports and as having a strong interest in consumerism.

As Day and Landon (1976) pointed out, the relevant issue is whether reported and recorded complaints are a representative sample of the population of legitimate complaints and not whether the complainers are representative of the general population in terms of demographic characteristics.

Complaining behavior is a function of:

1. the individual's propensity to complain when dissatisfied,

2. the individual's opportunities to become dissatisfied with products or services,
3. the opportunities available to the individual to obtain redress and/or register complaints, and
4. disparity in consumer knowledge (Day and Landon, 1976).

Krishnan and Valle (1979) cited Landon's (1977) proposed model whereby consumer complaint behavior is a function of dissatisfaction, importance, benefit from complaining and personality. Krishnan and Valle postulated that attributions of responsibility act as a mediator between a consumer's reaction to a product and the behavioral response that follows. A consumer who feels dissatisfied because he was foolish when making a purchase will react differently than a consumer who feels that the manufacturer is responsible for dissatisfaction. Internal attribution leads to more pride following success and shame following failures. An observer is more likely to reward or punish an individual who was perceived to be responsible for his own success or failure (Krishnan and Valle, 1979).

In a study by Morris and Reeson (1978) of the economic determinants of consumer complaints, the findings indicated that complaints are more likely to be registered relating to problems with major expenditures than minor expenditures and durables are subject to more complaints than non-durables. The results of a study by Gronhaug (1977) showed that the percentage of respondents perceiving dissatisfaction varies considerably across product categories. Complaints seem to be clustered around complex products, high in monitary outlays and high in perceived risk.

E. CS/D with Durable and Textile Products

The Ash (1978) study revealed that most consumers view floor covering purchases as highly important to them or their families. Of all the consumers who had purchased carpet approximately ten per cent were dissatisfied; however, the results also indicated that floor coverings were ranked lower than

most textile products in terms of the total number of dissatisfied consumers.

The article by Day and Ash (1979) indicated an overall lack of association between dissatisfaction response and reporting of dissatisfaction. Day and Ash attribute this lack of association to the fact that consumers may be dissatisfied on the basis of taste or aesthetics rather than quality or performance. The data revealed that approximately four per cent of floor covering consumers were quite dissatisfied but did not take any action. Within the category of home furnishings the major source of dissatisfaction was the quality of materials and the second most cited reason was that the quality of workmanship was inferior.. Respondents who reported dissatisfaction with durables tended to be more concerned about quality issues than market practice issues. The most frequent reason given for no action was related to the costs versus benefits of complaining and the second most frequent reason was that consumers did not think they could get anyone to do anything about it (defeatist attitude). The type of action taken was evenly divided between private and public action.

Steiniger and Dardis (1971) revealed that respondents were satisfied with the overall performance of textile products; however, problem areas were related to wear and durability (physical characteristics). The results show a high correlation between care labelling rating and satisfaction with textile products. This leads further to the belief that the CCI label might increase consumer satisfaction with carpet purchases.

In the category of home furnishings only twenty five per cent of the faulty items were with carpets and rugs and approximately seventy three per cent of the complaints were wear and durability related (Steiniger and Dardis, 1971). About fifty per cent of consumers with carpet complaints reported complaints within six months. This finding justifies the eight month follow-up of this study. In addition, only twenty two per cent of all textile complaints were actually registered. It was reported that forty three per cent of home furnishing complaints were taken back by the store/manufacturer and the store took no satisfactory action for half of the home furnishing complaints. There

is little question from where the defeatist's attitude arises with these findings. Another point illustrated by this study is that past unsatisfactory decisions were found to reflect unfavorably on future purchase decisions.

A study by Nichols and Dardis (1973) again brings to light one of the major issues in consumer satisfaction/dissatisfaction theory. If there is a gap between consumer expectation and product performance, then consumer dissatisfaction will result. The gap between expectation and performance should be reduced or even eliminated by providing more reliable product information or improved product quality. Performance labelling could very well reduce failures and prevent unrealistic expectations by the consumer concerning product performance.

Of significance in the Nichols and Dardis (1973) study, is the evidence that the higher the price paid for an unsatisfactory item, the more likely the consumer will be to take complaint action. One finding of this research suggests that while complaints are only a small part of consumer dissatisfaction, they are indicative of the types of problems encountered by consumers of home furnishings.

Sproles and Geistfeld (1978) found that consumers' expectations regarding their textile purchases are extremely high. This finding supports the hypothesis that dissatisfaction will occur with greater frequency under high expectation conditions. Another significant finding reported was that people who had lower than average satisfaction had also reported a lower than average price paid for the product.

F. Consumer Satisfaction/Dissatisfaction Measurement

Many researchers within the field of consumer satisfaction/dissatisfaction research agree that it is complex subject matter with several dimensions (Hunt, 1977).

Andreasen (1977) pointed out several problems with subjective measures of satisfaction/dissatisfaction. There is great potential for measurement and

response bias. The consumer's level of satisfaction can change depending on question wording, respondent moods and other factors. Affective states may be unreliable because of the influence of situational factors. How satisfied a consumer feels may depend on the events taking place in his life at that particular time. There may be significant aggregation problems in that, what one consumer means by "somewhat satisfied" may not be the same as what another means. Andreasen postulated that subjective satisfaction measures may be negatively correlated with social status and past satisfaction.

Hawes and Arndt (1979) question the utility of a single global indicant of consumer satisfaction with a particular product. The multiple measure approach to determining benefits or satisfaction appears to hold greater promise.

Hunt (1977) pointed out that there are few agreed-upon definitions and measures of consumer satisfaction and dissatisfaction. Hunt suggested that there is a need to develop some scale such as a temperature scale, and some methodology such as that used in measuring Gross National Product, which could be commonly adopted.

Czepiel and Rosenberg (1974) reported that consumer satisfaction may not be measureable. Consumer satisfaction is a complex, relative, and individual subjective evaluation of a life experience. Like other attitudinal and cognitive concepts, it is elusive and difficult to quantify and predict.

Hunt (1977) brought up the question of whether consumer satisfaction and consumer dissatifaction are opposite ends of the same continuum or rather are different dimensions. The studies by Swan and Combs (1976) and Maddox (1981) lend some support to the two-factor theory that satisfaction and dissatisfaction are different constructs, but suggest that the two are not independent. The Leavitt (1977) study found that the two-factor model was not an appropriate vehicle for the study of consumer satisfaction/dissatisfaction. Leavitt also suggests that support of the two-factor theory by Swan and Combs (1976) and Maddox (1981) lies in the explanation and Leavitt believes there are several viable interpretations.

Hunt (1977) pointed out that when researchers deal with products and services in general, they are close to dealing with quality of life measures. If the researcher explores consumer satisfaction/dissatisfaction with a particular brand or product class he is at the specific level of worrying about the importance of product attributes. Withey (1977) recognized three levels of comparison which must be considered in evaluating relative judgements:

1. temporal comparison, where comparisons are made with an individual's own past experience,
2. cross quality, where some current condition is compared with conditions in other areas, and
3. social comparison, where an individual compares his or her own condition with the conditions experienced by others.

One measure mentioned briefly was intention to repurchase. This is considered a backward or indirect measure of consumer satisfaction/ dissatisfaction in that it tells the researcher whether or not the purchase was worth making and whether or not the choice was good (Hunt, 1977).

In the case of joint consumption products, one is faced with the difficulty of isolating each individual's evaluation and determining the importance or weighting of each individual's evaluation in the overall satisfaction level (Hunt, 1977).

Timing of consumer satisfaction/dissatisfaction measures can be vital. If one is seeking a measure of satisfaction related to a specific purchase or product then dissonance and dissonance reduction means that timing is important. If measurement is delayed then dissonance is reduced and general satisfaction reporting may be too favorable (Hunt, 1977).

Andreasen (1977) and Olander (1977) alert us to the measurement problems associated with the disadvantaged consumer. A disadvantaged consumer who has "given up" may come out as satisfied on a scale with others and yet by all standards of society he should be dissatisfied. Hunt (1977) asks, "Could it be then that the researcher has to bring all respondents to the same recognition of the true state of nature and the possible heights of

satisfaction before any kind of valid measure can be taken?" Then the task of defining the true state of nature becomes a problem.

In summary, though several tools have been used to measure consumer satisfaction/dissatifaction, researchers have as yet been unable to agree upon the best way to measure these complex constructs and until such time as an accepted, valid and reliable scale is developed this area is considered to be in the developmental stage. Obviously, this points out the necessity of exploration into the construction of a measure of consumer satisfaction/dissatisfaction.

III. METHODS AND PROCEDURES

This chapter includes the following: a) conceptual framework, b) data collection - selection of the sample and development of the instruments, and c) methods of data analysis.

A. Conceptual Framework

The Engel, Blackwell and Kollat model of a high-involvement decision process (Engel and Blackwell, 1982: p. 500) was the conceptual framework used for this study. The sections of the decision process model which were relevant were the search and outcome stages. Of particular importance were the outcomes of choice, satisfaction and dissatisfaction, and information processing.

The first stage of the decision process is recognition of a problem. The consumer perceives a discrepancy between a desired state and the actual state of affairs. This arousal can be activated by motives or external stimuli such a new information from personal, marketer-dominated, or mass sources.

Once the problem has been recognized, the consumer then initiates search activity whether it be internal (stored information and experience) or external. Phase I of this longitudinal study by Hartman (1982) concentrated on the search stage of the carpet consumer's purchase decision. Motivating factors affecting extent of search that were considered in Phase I were amount and quality of stored information, including the degree of satisfaction the consumer had experienced with previous carpet purchases and the amount of time which had elapsed since the last purchase of carpet. In the purchase of carpet the perceived risk is a great consideration affecting information search. Factors such as price, the length of time a consumer will live with the carpet and the vast number of alternatives all contribute to the perceived risk involved in purchase search. There are costs of search that were pertinent to this

study such as time spent in search activity and the possibility of information overload.

The consumer uses the information collected in the search stage in evaluation of the alternatives. Evaluative criteria are the specifications and standards used by consumers to evaluate the products. Hartman (1982) found that two product attributes, color and price, were the most frequently considered features. Stored information and consumer experience combined with the evaluative criteria, assist the consumer in making a purchase decision.

The last stages of the decision process are choice and outcomes. Choice generally follows purchase intention, but unanticipated circumstances such as nonavailability of alternatives, display and exposure, and price reductions influence the final decision.

The model shows a major outcome of choice – satifaction (or dissatisfaction). This is an evaluation of the chosen alternative in terms of its consistency with prior beliefs and attitudes. Satisfaction or dissatisfaction from actual product use can exercise a strong influence on future beliefs, attitudes and intentions. An evaluation of satisfaction (or dissatisfaction) becomes a part of memory and therefore affects beliefs and attitudes. The probability of engaging in a similar purchase is increased as a result of a positive evaluation.

Previous experience is a consideration in determination of satisfaction/dissatisfaction. High levels of satisfaction with a previous product often result in more dissatisfaction with a replacement product (Westbrook and Newman, 1978). Those consumers with bad prior experience often indicated higher levels of satisfaction than those consumers with better prior experience (LaTour and Peat, 1980).

Engel and Blackwell (1982) state that the key to satisfaction is confirmation of expectation. If expectations are confirmed, beliefs, attitudes and future purchase intentions will be strengthened. On the contrary, if expectations are not confirmed the probable outcome is an unfavorable evaluation (dissatisfaction) that will weaken these dispositions. Another possible outcome of choice is dissonance. This is a state whereby the consumer experiences

doubt as to whether his purchase was the best choice. By conducting the second phase of this study approximately eight months after the actual purchase, the dissonance experienced by consumers was minimized and thus, the focus was on satisfaction/dissatisfaction.

Environmental influences (family, reference groups, income, social class and economic conditions) as well as personality and lifestyle characteristics can affect the consumer in many stages of the decision process; however, Westbrook and Newman (1978) suggested that one's demographic status does not seem to affect the outcomes of choice. Westbrook (1980) postulated that a positive relationship exists between product satisfaction and overall life satisfaction. In this study the focus was on the relationships between overall carpet satisfaction, individual carpet attribute satisfactions and consumer propensity to complain.

B. Selection of the Sample

In Phase I of this study the population was comprised of consumers who had recently purchased carpet. A sample of 203 carpet consumers in the Edmonton area was selected with the cooperation of a major carpet distributor and retailers and of these, 109 respondents had participated. The sampling of Phase I took place from early June 1982 until late July 1982.

The collection of the Phase II data took place in February 1983. The longitudinal nature of this research necessitated the use of the same sample for both Phase I and Phase II. The 109 respondents from Phase I were contacted for the Phase II sample. As expected, the final sample of consumers for Phase II was smaller than for Phase I due to consumer withdrawal and unavailability for contact.

C. Collection of the Data

Each of the 109 respondents from the Phase I study were contacted by telephone and a time was arranged to drop off the Phase II self-administered questionnaire (Appendix D). If the respondents were at home at the time the questionnaire was dropped off, the researcher asked the respondents if they would take a few minutes to complete the questionnaire. If the respondents were not at home or did not have the time to complete the questionnaire, the researcher left a covering letter (Appendix E) and a postage-paid, self-addressed envelope. In the cases where the questionnaires were not completed at the time of delivery, follow-up telephone calls were made to ensure completion and return of the questionnaires.

D. Description of the Instruments

A questionnaire (Appendix D) was developed by the researcher for the Phase II study. In addition, data collected from the initial telephone interview (Appendix A) and consumer self-administered questionnaire (Appendix B) in the Phase I study were recoded and studied in conjunction with the Phase II data.

The following data from the Phase I initial telephone interview (Appendix A) and the self-administered questionnaire (Appendix B) were used in this research:

1. Items 2a and 2b in Appendix A (type and color of carpet),
2. Item 4 in Appendix A (initial expectation),
3. Items 1a and 1b in Appendix B (stated importance of performance),
4. Items 2a to 2c and 3a in Appendix B (extent of prepurchase search),
5. Item 3b in Appendix B (most useful information source),
6. Item 5b in Appendix B (prior experience),
7. Item 6.3 in Appendix B (awareness of CCI label),
8. Item 8 in Appendix B (understanding of CCI label),
9. Item 10 in Appendix B (helpfulness of CCI label),

10. Item 11 in Appendix B (usefulness of CCI label),
11. Item 14 in Appendix B (awareness of CCI pamphlet),
12. Item 18 in Appendix B (awareness of CCI label),
13. Item 19 in Appendix B (initial expectation),
14. Item 20 in Appendix B (initial satisfaction),
15. Item 21 in Appendix B (assurance of best choice), and
16. Item 22 in Appendix B (initial expectation confirmation).

Objective two of this study was to develop a measure of postpurchase satisfaction/dissatisfaction with carpet. A pilot study questionnaire (Appendix C) was developed to test the various measures of consumer satisfaction/dissatisfaction suggested by the proposed theories. In the pilot study the following variables were examined:

1. Overall carpet satisfaction - measured by the responses to items 1 to 5 (Appendix C).
2. Expectation confirmation - measured by the responses to items 6 and 7 (Appendix C).
3. Individual product attribute satisfactions - measured by the responses to items 9 to 13 (Appendix C).
4. Willingness to recommend carpet to others - measured by the responses to item 8 (Appendix C).
5. General life satisfaction - measured by the responses given to item 14 (Appendix C).
6. Postpurchase behavior - measured by the responses given to item 15 (Appendix C).

In terms of overall carpet satisfaction, question 2 was considered the best measure by most respondents. In the pilot study, many of the participants felt it was difficult to quantify their satisfaction in percentages. Responses to question 3 and comments regarding the instrument resulted in confusion when satisfaction and dissatisfaction are on two separate scales. The respondents thought of the two constructs, satisfaction and dissatisfaction, simultaneously when evaluating their carpet. This lends support to the theory that satisfaction

and dissatisfaction are on one dimension and not independent.

There were two items designed to measure expectation confirmation and most respondents indicated item 6 was superior to item 7 in that it required less time to complete.

The responses given or rather lack of response to item 14 suggested this item was too personal. Most of the respondents indicated they were somewhat offended by item 14. An item designed to measure the consumer's propensity to complain may be a more suitable measure and less personal.

Item 15 was not included on the final instrument. It is the opinion of this researcher that this item may initiate consumer complaint behavior and cooperation by retailers in future studies may be jeopardized by such action.

The final instrument (Appendix D) was comprised of the following variables:

1. General carpet satisfaction - measured by the responses to item 1 (Appendix D).
2. Individual carpet attribute satisfactions - measured by the responses to items 2 to 8 (Appendix D).
3. Composite index of satisfaction - comprised of the average of the seven individual attribute satisfaction scores.
4. Satisfactory attributes - measured by the responses to item 9 (Appendix D).
5. Dissatisfactory attributes - measured by the responses to item 10 (Appendix D).
6. Postpurchase expectation confirmation - measured by the responses to item 11 (Appendix D).
7. Intention to recommend the carpet/retailer to others - measured by the responses to items 12 and 13 (Appendix D).
8. Propensity to complain - measured by the responses to items 14 to 20 (Appendix D).

The questions included to measure propensity to complain were used in place of the life satisfaction question (Item 14, Appendix C), as the researcher

felt the propensity to complain items were less personal and less offensive. The propensity to complain items were pre-tested on a sample of three respondents.

Item 21 (Appendix D), an open-ended question, was designed to generate dissatisfying and satisfying experiences encountered by respondents in the purchase of carpet.

E. Statistical Analysis of Data

Table 1 indicates the variables studied, the level of measurement, and the method of statistical analysis for each hypothesis. The hypotheses were statistically analyzed using the following tests: Pearson product-moment correlation coefficient and oneway analysis of variance.

The postpurchase satisfaction/dissatisfaction dependent measures are as follows:

1. Satisfaction/dissatisfaction with overall carpet.
2. Satisfaction/dissatisfaction with attributes:
   a. price
   b. color
   c. style
   d. durability
   e. installation and service
   f. ease of cleaning
   g. potential to hide dirt and soil
   h. composite of individual attribute scores.
3. Expectation confirmation.
4. Intention to recommend carpet to others.

All measures were at the interval level.

TABLE 1
Summary of Statistical Analyses

Hypothesis	Dependent Variable	Independent Variable	Level of Measurement	Statistics
1	P S/D*	Stated Importance of Performance	interval/nominal	ANOVA
2	P S/D	Extent of Prepurchase Search:		
		1. prepurchase period	interval/interval	Pearson's r
		2. stores visited	interval/interval	Pearson's r
		3. store visits	interval/interval	Pearson's r
		4. other carpets	interval/interval	Pearson's r
		5. number of sources	interval/interval	Pearson's r
		6. composite index of extent of search	interval/interval	Pearson's r
3	P S/D	Most Useful Information Source	interval/nominal	ANOVA
4a	P S/D	Prepurchase Awareness of CCI Label	interval/nominal	ANOVA
4b	P S/D	Prepurchase Awareness of CCI Pamphlet	interval/nominal	ANOVA
4c	P S/D	Prepurchase Understanding of CCI Label	interval/nominal	ANOVA
5	P S/D	Perceived Usefulness of CCI Label	interval/nominal	ANOVA
6	P S/D	Perceived Helpfulness of CCI Label	interval/interval	Pearson's r
7	P S/D	Initial Expectation of Garpet Performance	interval/nominal	ANOVA
8	P S/D	Expected Life of Carpet	interval/interval	Pearson's r
9	P S/D	Prior Experience	interval/interval	Pearson's r
10	P S/D	Initial Satisfaction	interval/interval	Pearson's r
11	P S/D	Consumer Propensity to Complain	interval/interval	Pearson's r

*P S/D - Postpurchase Satisfaction/Dissatisfaction Measures

IV. FINDINGS

In this chapter a description of the sample, analysis of the variables and testing of the hypotheses will be presented. A 0.05 level of significance was set for testing the null hypotheses.

A. Description of the Sample

Of the initial 109 respondents from the Phase I study, 92 consumers returned their questionnaires. The 92 respondents represented an 84.4% return rate. Of the 17 consumers who did not return questionnaires, 9 were unavailable for contact and 8 failed to return their questionnaires despite three follow-up telephone calls.

B. Descriptive Analysis of the Variables

Discussion of the descriptive statistics of the Phase I data regarding information search is followed by the descriptive analysis of the Phase II data concerning satisfaction/dissatisfaction.

Table 2 shows the frequency and percentage distributions of the style, color and total installed cost of carpet purchased by the 92 respondents. Over one half of the respondents selected a plush style of carpet for their home and almost 70% chose an earthtone color. Most of the respondents (70%) spent between $600 and $2499 for their carpet.

There were 72 respondents who had mentioned performance as an evaluative criterion in purchasing carpet (Table 3). Of the 72 respondents who mentioned performance, 24 considered performance to be the most important evaluative criterion. Almost 22% of the carpet buyers did not mention performance at all as an evaluative criterion.

TABLE 2

Frequency and Percentage Distributions of
Style, Color and Total Installed Cost of Carpet
Purchased by Respondents

Style (n=90)	Absolute Frequency	Percentage
plush	48	53.3
sculpture	20	22.2
cut and loop	12	13.3
other	10	11.1
Total	90	100.0

Color (n=89)	Absolute Frequency	Percentage
earthtones	62	69.7
white or cream	7	7.9
other	20	22.5
Total	89	100.0

Total Installed Cost of Carpet (n=91)	Absolute Frequency	Percentage
$169 - 350	8	8.8
$351 - 599	8	8.8
$600 - 999	18	19.8
$1000 - 1499	17	18.7
$1500 - 1999	16	17.6
$2000 - 2499	13	14.3
$2500 - 3999	8	8.8
$4000 - 5999	2	2.2
$6000 - 7200	1	1.1
Total	91	100.0

TABLE 3

Stated Importance of Performance
as an Evaluative Criterion

Stated Importance (n=92)	Absolute Frequency	Percentage
most important	24	26.1
second most important	20	21.7
mentioned	28	30.4
not mentioned	20	21.7
Total	92	100.0

Table 4 shows the frequency and percentage distributions for the extent of prepurchase search of carpet buyers. The prepurchase period or time spent in looking for carpet ranged from one day to over one year. More than half of the respondents spent less than one month looking for carpet. The mean number of stores visited was 2.81 and the mean number of store visits was 4.76 visits. There were 34 respondents who did not consider any other carpets when making their purchase decision and 26 respondents who considered only one other alternative. The mean number of different information sources consulted by carpet buyers was 3.25 sources. A composite index of extent of search was derived by summing the following variables: prepurchase period, number of stores visited, total number of store visits, other carpets considered and the number of different information sources consulted. The composite extent of search score ranged from 2 to 31 and 15.09 was the mean score.

The primary information source was the carpet salesperson (Table 5). A total of almost 52% considered the carpet salesperson the most useful information source.

Of the 71 respondents who had previous experience with carpet, 32.4% were at least somewhat dissatisfied with their old carpet. Table 6 shows the frequency and percentage distribution of consumer past experience with carpet.

There were 28 respondents who were aware of the CCI label (Table 7); only 3 of these respondents were aware of the CCI pamphlet. Thirteen of these respondents were sure their carpet had a CCI label at the time of purchase. Table 7 also shows the frequency and percentage distributions for consumer understanding of the CCI label information. Of the 23 respondents who answered item 8 (Appendix B), there were 13 who at least somewhat understood the information on the CCI label.

The frequency and percentage distributions of respondents' perceived usefulness and helpfulness of the CCI label are shown in Table 8. There were 14 of the 21 respondents who thought the CCI label affected their choice when purchasing carpet and 13 of the 26 respondents who found the CCI

TABLE 4

Extent of Search of Carpet Buyers

Prepurchase Period (n=82)	Absolute Frequency	Percentage
1 day	10	12.2
2 to 7 days	13	15.9
8 to 30 days	21	25.6
1 to 4 months	19	23.2
4 months to 1 year	12	14.6
over 1 year	7	8.5
Total	82	100.0

Number of Stores Visited (n=91)	Absolute Frequency	Percentage	Mean
one	23	25.3	
two	14	15.4	
three	22	24.2	2.81
four	21	23.1	
five or more	11	12.1	
Total	91	100.0	

Total Number of Store Visits (n=91)	Absolute Frequency	Percentage	Mean
one	10	11.0	
two	9	9.9	
three	12	13.2	
four	16	17.6	
five	14	15.4	4.76
six	6	6.6	
seven	6	6.6	
eight	5	5.5	
nine or more	13	14.3	
Total	91	100.0	

TABLE 4

Extent of Search of Carpet Buyers

(continued)

Number of Other Carpets Considered (n=87)	Absolute Frequency	Percentage	Mean
none	34	39.1	
one	26	29.9	
two	16	18.4	1.08
three	8	9.2	
four	3	3.4	
Total	87	100.0	

Number of Different Information Sources Consulted (n=87)	Absolute Frequency	Percentage	Mean
one	8	9.2	
two	18	20.7	
three	29	33.3	
four	18	20.7	3.25
five	7	8.0	
six	4	4.6	
seven	3	3.4	
Total	87	100.0	

Composite Index of Extent of Search n=92 Mean = 15.09

TABLE 5

Information Sources Perceived Most Useful by Respondents

Information Source (n=79)	Absolute Frequency	Percentage	Mean
carpet salespeople	41	51.9	
labels and tags	9	11.4	
others	9	11.4	
friends and relatives	7	8.9	
booklets and pamphlets	5	6.3	
ads on tv and radio	3	3.8	
government agencies	2	2.5	
ads in newspapers	2	2.5	
articles in newspapers	1	1.3	
Total	79	100.0	

TABLE 6

Prior Experience with Carpet

Satisfaction with Previous Carpet (n=71)	Absolute Frequency	Percentage	Mean
1. very dissatisfied	15	21.1	
2. somewhat dissatisfied	8	11.3	
3. indifferent	10	14.1	3.90
4. somewhat satisfied	16	22.5	
5. very satisfied	22	31.0	
Total	71	100.0	

TABLE 7

Respondents' Awareness of the CCI Label/Pamphlet and Understanding of the CCI Label

Awareness of CCI Label/Pamphlet	Label (n=91)		Pamphlet (n=27)	
	Absolute Frequency	Percentage	Absolute Frequency	Percentage
yes	28	30.8	3	11.1
no	35	38.5	23	85.2
unsure	28	30.8	1	3.7
Total	91	100.0	27	100.0

CCI Label on Carpet Purchased (n=23)	Absolute Frequency	Percentage
yes	13	56.5
no	1	4.3
unsure	9	39.1
Total	23	100.0

Understanding of CCI Label (n=23)	Absolute Frequency	Percentage
understands	5	21.7
somewhat understands	8	34.8
does not understand	10	43.5
Total	23	100.0

TABLE 8

Respondents' Perceived Usefulness and Helpfulness of the CCI Label

Usefulness of CCI Label (n=21) (Affecting Choice)	Absolute Frequency	Percentage
yes	14	66.7
no	4	19.0
unsure	3	14.3
Total	21	100.0

Helpfulness of CCI Label (n=26)	Absolute Frequency	Percentage
1. not at all helpful	2	7.7
2.	1	3.8
3.	10	38.5
4.	8	30.8
5. very helpful	5	19.2
Total	26	100.0

label helpful.

There were two measures of initial expectation. All of the respondents expected their carpet to withstand traffic at least quite well (Table 9). The expected life of carpet ranged from 4 to 25 years and the mean expected life was 10.99 years.

Table 10 shows the freqency and percentage distributions for consumer initial satisfaction with carpet, initial expectation confirmation and consumer dissonance (assurance of best choice). None of the respondents were initially dissatisfied with their carpet. Initial expectation confirmation is an indirect measure of satisfaction and over 56% of the respondents thought their carpet was exactly what they expected. Almost 88% of the respondents were fairly sure they had made the best choice and only 2 respondents were not sure about the carpet they had selected.

The frequency distributions of the nine measures of consumer satisfaction/dissatisfaction from the Phase II questionaire are shown in Table 11. There were 87 respondents who were at least somewhat satisfied with their carpet in general. The mean score of general satisfaction with carpet was 4.71. The mean scores of the individual carpet attribute satisfactions were all somewhat lower than the mean score of general satisfaction. Installation satisfaction and soil hiding satisfaction have the lowest means. There were 14 respondents who were dissatisfied with the installation and service of their carpet purchase and 10 respondents were dissatisfied with the ability of their carpet to hide dirt. A composite index of satisfaction was comprised of the average of the individual carpet attribute satisfactions and the mean score was 4.44 which is somewhat lower than the mean score of 4.71 for general carpet satisfaction.

The frequency and percentage distributions for the three indirect measures of consumer satisfaction/dissatisfaction (postpurchase expectation confirmation, intention to recommend the carpet, and intention to recommend the retailer) are shown in Table 12. There were 85 respondents who felt their carpet met or exceeded their expectations. There were 76 respondents who

TABLE 9

Respondents' Initial Expectations of Carpet Purchased

Initial Expectation of Carpet Performance (n=88)	Absolute Frequency	Percentage
fairly well	0	0.0
quite well	5	5.7
very well	83	94.3
Total	88	100.0

TABLE 10

Respondents' Initial Satisfaction, Initial Expectation Confirmation and Assurance of Best Choice

Initial Satisfaction with Carpet (n=64)	Absolute Frequency	Percentage	Mean
1. very dissatisfied	0	0.0	
2. somewhat dissatisfied	0	0.0	
3. indifferent	4	6.3	4.61
4. somewhat satisfied	17	26.6	
5. very satisfied	43	67.2	
Total	64	100.0	

Initial Expectation Confirmation (n=64)	Absolute Frequency	Percentage	Mean
1. not at all what expected	1	1.6	
2.	1	1.6	
3.	3	4.7	4.44
4.	23	35.9	
5. exactly what expected	36	56.3	
Total	64	100.0	

Assurance of Best Choice (n=64)	Absolute Frequency	Percentage	Mean
1. not sure at all	2	3.1	
2.	0	0.0	
3.	6	9.4	4.22
4.	30	46.9	
5. very sure	26	40.6	
Total	64	100.0	

TABLE 11

Respondents' General Carpet Satisfaction, Carpet Attribute Satisfaction and Composite Index of Satisfaction

Measure	Mean	1 Very Dissatisfied	2 Somewhat Dissatisfied	3 Indifferent	4 Somewhat Satisfied	5 Very Satisfied	n
General Satisfaction	4.71	1	1	3	14	73	92
Attribute Satisfactions:							
Price	4.44	0	2	6	34	50	92
Color	4.77	0	1	3	12	75	91
Style	4.64	0	3	2	20	67	92
Durability	4.48	2	2	3	27	57	91
Installation	4.32	2	12	4	11	63	92
Soil Hiding	4.30	1	9	6	20	54	90
Ease of Cleaning	4.48	0	3	5	27	54	89
Composite Index of Satisfaction	4.44						92

TABLE 12

Indirect Measures of Satisfaction

Postpurchase Expectation Confirmation (n=91)	Absolute Frequency	Percentage	Mean
1. much less than expected	4	4.4	
2.	2	2.2	
3. about what expected	53	58.2	3.36
4.	21	23.1	
5. much greater than expected	11	12.1	
Total	91	100.0	

Intention to Recommend Carpet (n=91)	Absolute Frequency	Percentage	Mean
1. strongly disagree	3	3.3	
2. somewhat disagree	3	3.3	
3. neutral	10	10.9	4.28
4. somewhat agree	25	27.2	
5. strongly agree	51	55.4	
Total	92	100.0	

Intention to Recommend Retailer (n=90)	Absolute Frequency	Percentage	Mean
1. strongly disagree	4	4.4	
2. somewhat disagree	3	3.3	
3. neutral	11	12.2	4.26
4. somewhat agree	20	22.2	
5. strongly agree	52	57.8	
Total	90	100.0	

agreed that they would recommend their carpet to others and 6 respondents who disagreed. There were 72 respondents who agreed that they would recommend the retailer to others and 7 respondents who disagreed.

The frequency distributions for the seven consumer propensity to complain® measures are shown in Table 13. The majority of the respondents disagreed that they rarely return unsatisfactory merchandise, lack the confidence to complain about an unsatisfactory item and would complain about an unsatisfactory product only if it was expensive. Most respondents agreed that they would tell their friends and neighbors and write to manufacturers to register complaints about unsatisfactory products. There were 44 respondents who agreed that they dislike returning merchandise while 37 respondents disagreed. Most disagreed with the statement that it is not often worth the time it takes to return unsatisfactory merchandise.

Table 14 shows the frequency distributions of satisfactory and dissatisfactory items mentioned by carpet buyers. Color, appearance, feel and durability were the most frequently mentioned satisfactory attributes. Installation, dirt shows, vacuum marks and footprints show, and color were the most frequently mentioned dissatifactory attributes.

C. Testing of Null Hypotheses

Null Hypothesis 1: There will be no significant difference in postpurchase satisfaction/dissatisfaction among consumers differing on stated importance of performance.

Table 15 shows the results of oneway analyses of variance to test null hypothesis 1 for each of the 12 measures of postpurchase satisfaction/dissatisfaction. There were no significant differences in any of the postpurchase satisfaction/dissatisfaction measures among consumers differing on stated importance of performance. Null hypothesis 1 is therefore accepted.

TABLE 13

Frequency Distribution of Respondents' Propensity to Complain

Propensity to Complain	n	1 Strongly Disagree	2 Somewhat Disagree	3 Neutral	4 Somewhat Agree	5 Strongly Agree	Mean
Rarely returns merchandise	90	32	23	8	22	5	2.39
Lacks confidence to complain	91	45	17	11	14	4	2.07
Complains only if expensive	91	45	14	11	12	9	2.19
Complains to friends	91	6	6	13	25	41	3.98
Dislikes returning items	92	23	14	13	20	22	3.04
Writes to manufacturers	91	11	12	28	27	13	3.21
Not worth time to complain	89	40	17	7	17	8	2.28

TABLE 14

Frequency Distributions of Satisfactory and Dissatisfactory Attributes Mentioned by Respondents

Satisfactory Attributes	Absolute Frequency
Everything	7
Color	35
Appearance	21
Feel	20
Durability	17
Ease of Cleaning	16
Style	13
Hides Dirt	11
Service	5
Quality	3
Others	4

Dissatisfactory Attributes	Absolute Frequency
Nothing	40
Installation	18
Dirt Shows	12
Vacuum and Footprints Show	9
Color	8
Durability	5
Stretched	5
Service	3
Price too high	3
Style	2
Packs under furniture	2
Others	3

TABLE 15

Differences in Postpurchase Satisfaction/Dissatisfaction
Among Consumers Differing on Stated Importance of Performance

Measure of Postpurchase Satisfaction/Dissatisfaction	Stated Importance of Performance		
	F Ratio	p	n
General Satisfaction	0.071	0.975	92
Price Satisfaction	0.640	0.592	92
Color Satisfaction	0.039	0.990	91
Style Satisfaction	1.407	0.246	92
Durability Satisfaction	0.774	0.512	91
Installation Satisfaction	0.750	0.526	91
Soil Hiding Satisfaction	2.345	0.079	90
Cleaning Satisfaction	2.687	0.052	89
Composite Index of Satisfaction	1.931	0.130	92
Expectation Confirmation	0.228	0.876	91
Intention to Recommend Carpet	0.635	0.595	92
Intention to Recommend Retailer	0.221	0.881	90

Null Hypothesis 2: No significant relationship exists between the extent of prepurchase search and postpurchase satisfaction/dissatisfaction.

Pearson's coefficient of correlation was used to test this null hypothesis (Table 16). There were no significant correlations between general carpet satisfaction and any of the six extent of search variables. There was a weak significant negative correlation between price satisfaction and the number of other carpets considered in the prepurchase period. There were no significant correlations between price satisfaction and any of the other extent of search variables. There were no significant correlations between each of the following postpurchase satisfaction/dissatisfaction measures and any of the extent of search variables: color satisfaction, style satisfaction, durability satisfaction, installation satisfaction, soil hiding satisfaction, ease of cleaning satisfaction and the composite index of satisfaction. There were weak significant postitive correlations between postpurchase expectation confirmation and the following extent of search variables:

1. composite index of extent of search,
2. prepurchase period,
3. number of stores visited, and
4. total number of store visits.

There was no significant correlation between postpurchase expectation confirmation and the number of other carpets considered or the number of different information sources consulted. There was no significant correlation between consumer intention to recommend the carpet and the extent of prepurchase search, nor was there any significant correlation between consumer intention to recommend the retailer and the extent of prepurchase search. Null hypothesis 2 is therefore rejected partially because of the aforementioned significant correlations.

Null Hypothesis 3: There will be no significant difference in postpurchase satisfaction/dissatisfaction among consumers differing in most useful information source.

TABLE 16

Correlation Between Postpurchase Satisfaction/Dissatisfaction and Extent of Prepurchase Search

Measure of Postpurchase Satisfaction/Dissatisfaction	Composite Index of Extent of Search	Prepurchase Period	Number of Stores Visited	Number of Store Visits	Other Carpets Considered	Number of Information Sources
General Carpet Satisfaction	r = -0.015 n = 92	r = 0.104 n = 82	r = 0.070 n = 91	r = 0.078 n = 91	r = -0.141 n = 87	r = 0.040 n = 87
Price Satisfaction	r = 0.041 n = 92	r = 0.002 n = 82	r = 0.051 n = 91	r = 0.138 n = 91	r = -0.205* n = 87	r = 0.038 n = 87
Color Satisfaction	r = 0.013 n = 91	r = -0.090 n = 81	r = -0.056 n = 90	r = -0.045 n = 90	r = 0.045 n = 86	r = -0.045 n = 86
Style Satisfaction	r = -0.023 n = 92	r = -0.005 n = 82	r = 0.048 n = 91	r = 0.033 n = 91	r = -0.027 n = 87	r = -0.113 n = 87
Durability Satisfaction	r = 0.004 n = 91	r = 0.032 n = 81	r = 0.018 n = 90	r = 0.079 n = 90	r = -0.055 n = 86	r = 0.034 n = 86
Installation Satisfaction	r = -0.087 n = 92	r = -0.035 n = 82	r = 0.023 n = 91	r = 0.014 n = 91	r = -0.087 n = 87	r = -0.134 n = 87
Soil Hiding Satisfaction	r = -0.126 n = 90	r = -0.062 n = 80	r = -0.154 n = 89	r = -0.074 n = 89	r = 0.055 n = 85	r = 0.149 n = 85
Ease of Cleaning Satisfaction	r = -0.115 n = 89	r = -0.098 n = 79	r = -0.158 n = 89	r = -0.102 n = 89	r = 0.141 n = 84	r = 0.017 n = 84
Composite Index of Satisfaction	r = -0.052 n = 92	r = -0.031 n = 82	r = -0.064 n = 91	r = -0.003 n = 91	r = 0.009 n = 87	r = 0.008 n = 87
Expectation Confirmation	r = 0.184* n = 91	r = 0.241* n = 81	r = 0.188* n = 90	r = 0.208* n = 90	r = 0.138 n = 86	r = 0.127 n = 86
Intention to Recommend Carpet	r = -0.015 n = 92	r = 0.122 n = 82	r = 0.047 n = 91	r = 0.130 n = 91	r = -0.159 n = 87	r = 0.006 n = 87
Intention to Recommend Retailer	r = -0.022 n = 90	r = 0.150 n = 80	r = 0.028 n = 89	r = -0.031 n = 89	r = -0.119 n = 85	r = -0.087 n = 85

*$p < 0.05$

Oneway analysis of variance was used to test this null hypothesis. The results of the analyses are shown in Table 17. There was a significant difference in general satisfaction among carpet buyers differing in most useful information source. A Scheffe posteriori contrast test showed that respondents who found carpet salespeople, booklets and pamphlets most useful were generally more satisfied with their carpet than were respondents who found advertisements in newspapers and magazines most useful. The mean score of general satisfaction for those respondents who found carpet salespeople most useful was 4.781 and the mean score for those who found booklets and pamphlets most useful was 5.000. The mean score of general satisfaction for consumers who found advertisements in magazines and newspapers most useful was 3.000. There was also a significant difference in price satisfaction among carpet buyers differing in most useful information source, however, the results of a Scheffe posteriori contrast test failed to differentiate the significant categories. There were no significant differences in color, style, durability, installation, soil hiding, and ease of cleaning satisfactions among carpet buyers differing in most useful information source, nor was there any significant difference in the composite index of satisfaction among carpet buyers differing in most useful information source. There were also no significant differences in postpurchase expectation confirmation or consumer intention to recommend the carpet/retailer to others among carpet buyers differing in most useful information source. The results show that null hypothesis 3 can be only partially rejected.

Null Hypothesis 4a: There will be no significant difference in postpurchase satisfaction/dissatisfaction among consumers differing in prepurchase awareness of the CCI label.

Oneway analysis of variance was the procedure used to test this null hypothesis. The results of the analyses (Table 18) showed significant differences in general carpet satisfaction and color satisfaction among consumers differing in prepurchase awareness of the CCI label. Scheffe posteriori contrast

TABLE 17

Differences in Postpurchase Satisfaction/Dissatisfaction
Among Consumers Differing in Most Useful Information Source

Measure of Postpurchase Satisfaction/Dissatisfaction	Type of Information Source Most Useful		
	F Ratio	p	n
General Satisfaction	2.378	0.025*	79
Price Satisfaction	2.537	0.017*	79
Color Satisfaction	1.048	0.410	78
Style Satisfaction	0.640	0.741	79
Durability Satisfaction	1.658	0.125	78
Installation Satisfaction	0.974	0.464	79
Soil Hiding Satisfaction	1.489	0.186	77
Cleaning Satisfaction	0.846	0.553	77
Composite Index of Satisfaction	1.421	0.203	79
Expectation Confirmation	0.264	0.975	78
Intention to Recommend Carpet	0.908	0.515	79
Intention to Recommend Retailer	1.032	0.421	78

*$p < 0.05$

TABLE 18

Differences in Postpurchase Satisfaction/Dissatisfaction
Among Consumers Differing in Prepurchase Awareness of the CCI Label/Pamphlet

Measure of Postpurchase Satisfaction/Dissatisfaction	Awareness of Label			Awareness of Pamphlet		
	F ratio	p	n	F ratio	p	n
General Carpet Satisfaction	3.809	0.026*	91	0.232	0.795	27
Price Satisfaction	0.788	0.458	91	0.548	0.585	27
Color Satisfaction	3.681	0.029*	90	0.279	0.759	27
Style Satisfaction	2.029	0.138	91	1.295	0.292	27
Durability Satisfaction	3.083	0.051	90	0.550	0.584	27
Installation Satisfaction	1.093	0.340	91	0.436	0.651	27
Soil Hiding Satisfaction	0.434	0.649	89	0.884	0.426	27
Ease of Cleaning Satisfaction	0.851	0.431	88	0.317	0.731	27
Composite Index of Satisfaction	0.434	0.649	91	0.679	0.516	27
Expectation Confirmation	0.499	0.609	90	0.152	0.860	27
Intention to Recommend Carpet	0.793	0.456	91	0.295	0.747	27
Intention to Recommend Retailer	0.387	0.680	89	1.538	0.235	27

*$p < 0.05$

tests indicated that respondents who stated they were not aware of the CCI label were generally more satisfied with their carpet than those respondents who did not know if they were aware of the label. The mean score of general satisfaction for those repondents who were not aware of the label was 4.942 while the mean score for those who were not sure if they were aware of the label was 4.500. The results also indicated that respondents who stated they were not aware of the CCI label or were unsure were more satisfied with the color of their carpet than those respondents who were aware of the label. For those respondents who were aware of the label, the color satisfaction mean score was 4.536; for those not aware of the label or unsure, the mean scores were 4.853 and 4.893 respectively. There were no significant differences in any of the other postpurchase satisfaction/dissatisfaction measures among consumers differing in prepurchase awareness of the CCI label. The aforementioned results indicate that null hypothesis 4a can be rejected in part.

Null Hypothesis 4b: There will be no significant difference in postpurchase satisfaction/dissatisfaction among consumers differing in prepurchase awareness of the CCI pamphlet.

Table 18 also shows the results of the oneway analyses of variance procedures used to test null hypothesis 4b. Results of the analyses showed no significant differences in the postpurchase satisfaction/dissatisfaction measures among consumers differing in prepurchase awareness of the CCI pamphlet, therefore, hypothesis 4b was accepted.

Null Hypothesis 4c: There will be no significant difference in postpurchase satisfaction/dissatisfaction among consumers differing in prepurchase understanding of the CCI label.

Table 19 shows the results of oneway analysis of variance to test null hypothesis 4c. There was no significant difference in postpurchase satisfaction/dissatisfaction among consumers differing in prepurchase understanding of the CCI label, therefore, null hypothesis 4c was accepted.

TABLE 19

Differences in Postpurchase Satisfaction/Dissatisfaction Among Consumers Differing in Prepurchase Understanding of the CCI Label

(n=23)

Measure of Postpurchase Satisfaction/Dissatisfaction	Understanding of CCI Label	
	F ratio	p
General Satisfaction	0.040	0.961
Price Satisfaction	0.069	0.934
Color Satisfaction	0.196	0.824
Style Satisfaction	0.022	0.978
Durability Satisfaction	0.423	0.661
Installation Satisfaction	0.256	0.776
Soil Hiding Satisfaction	1.001	0.385
Cleaning Satisfaction	1.555	0.236
Composite Index of Satisfaction	0.345	0.713
Expectation Confirmation	0.354	0.706
Intention to Recommend Carpet	0.855	0.440
Intention to Recommend Retailer	0.102	0.903

Null Hypothesis 5: There will be no significant difference in postpurchase satisfaction/dissatisfaction among consumers differing in perceived usefulness of the CCI label.

Table 20 shows the results of oneway analyses of variance to test null hypothesis 5. Results of the analyses showed no significant differences in price, style, durability, and installation satisfactions among consumers differing in perceived usefulness of the CCI label. There was a significant difference in general carpet satisfaction among consumers differing in perceived usefulness of the CCI label. A Scheffe posteriori contrast test showed that those respondents who felt the CCI label did not affect their choice were less satisfied than those respondents who felt the label did affect their choice and those respondents who were unsure as to whether the label affected their choice. The mean scores of general satisfaction were 4.714 for those respondents who thought the label affected their choice and 3.750 for those who thought the label did not affect their choice. There were significant differences in color, soil hiding, and ease of cleaning satisfactions among consumers differing in perceived usefulness of the CCI label. The Scheffe test results showed that those respondents who said the CCI label affected their choice of carpet, were more satisfied with the color of their carpet, the carpet's ability to hide dirt, and the ease of cleaning their carpet than those respondents who thought the CCI label did not affect choice of carpet. There were no significant differences in either postpurchase expectation confirmation or consumer intention to recommend the carpet/retailer among consumers differing in perceived usefulness of the CCI label. Null hypothesis 5 can be rejected in part based on the previously mentioned results.

Null Hypothesis 6: No significant relationship exists between the perceived helpfulness of the CCI label and postpurchase satisfaction/dissatisfaction.

Pearson's coefficient of correlation was used to test this null hypothesis (Table 21). There were significant positive correlations between consumer

TABLE 20

Differences in Postpurchase Satisfaction/Dissatisfaction Among Consumers Differing in Perceived Usefulness of the CCI Label

(n=21)

Measure of Postpurchase Satisfaction/Dissatisfaction	Perceived Usefulness of CCI Label	
	F ratio	p
General Satisfaction	5.675	0.012*
Price Satisfaction	1.951	0.171
Color Satisfaction	16.928	0.000*
Style Satisfaction	1.360	0.282
Durability Satisfaction	1.425	0.266
Installation Satisfaction	1.016	0.382
Soil Hiding Satisfaction	4.252	0.031*
Cleaning Satisfaction	5.231	0.016*
Composite Index of Satisfaction	4.833	0.021*
Expectation Confirmation	1.371	0.279
Intention to Recommend Carpet	2.878	0.082
Intention to Recommend Retailer	0.892	0.427

*$p < 0.05$

TABLE 21

Correlation Between Postpurchase Satisfaction/Dissatisfaction and Consumer Perceived Helpfulness of CCI Label

Measure of Postpurchase Satisfaction/Dissatisfaction	Perceived Helpfulness of CCI Label		
	r	p	n
General Satisfaction	0.238	0.013*	88
Price Satisfaction	0.222	0.019*	88
Color Satisfaction	0.366	0.000*	87
Style Satisfaction	0.313	0.001*	88
Durability Satisfaction	0.115	0.001	87
Installation Satisfaction	0.292	0.003*	88
Soil Hiding Satisfaction	0.048	0.330	86
Cleaning Satisfaction	0.254	0.009*	85
Composite Index of Satisfaction	0.248	0.010*	88
Expectation Confirmation	-0.006	0.477	87
Intention to Recommend Carpet	0.183	0.044*	88
Intention to Recommend Retailer	0.164	0.065	86

*$p < 0.05$

perceived helpfulness of the CCI label and each of the following postpurchase satisfaction/dissatisfaction measures:

1. general carpet satisfaction,
2. price satisfaction,
3. color satisfaction,
4. style satisfaction,
5. installation satisfaction,
6. ease of cleaning satisfaction,
7. composite index of satisfaction, and
8. intention to recommend the carpet.

There were no significant correlations between consumer perceived helpfulness of the CCI label and each of the following postpurchase satisfaction/dissatisfaction measures:

1. durability satisfaction,
2. soil hiding satisfaction,
3. postpurchase expectation confirmation, and
4. intention to recommend the retailer.

The results of the Pearson's r tests show that null hypothesis 6 can be rejected in part.

Null Hypothesis 7: There will be no significant difference in postpurchase satisfaction/dissatisfaction among consumers differing in initial expectation of carpet performance.

Table 22 shows the results of oneway analyses of variance performed to test null hypothesis 7. There were no significant differences in any of the postpurchase satisfaction/dissatisfaction measures among consumers differing in initial expected performance of carpet, therefore, null hypothesis 7 was accepted.

Null Hypothesis 8: No significant relationship exists between the expected life of carpet in years and postpurchase satisfaction/dissatisfaction.

TABLE 22

Differences in Postpurchase Satisfaction/Dissatisfaction
Among Consumers Differing in
Initial Expectation of Carpet Performance

Measure of Postpurchase Satisfaction/Dissatisfaction	Expected Carpet Performance		
	F ratio	p	n
General Satisfaction	0.499	0.316	88
Price Satisfaction	0.621	0.433	88
Color Satisfaction	0.878	0.352	87
Style Satisfaction	0.289	0.592	88
Durability Satisfaction	0.829	0.365	87
Installation Satisfaction	3.430	0.068	88
Soil Hiding Satisfaction	0.458	0.501	86
Cleaning Satisfaction	0.816	0.369	85
Composite Index of Satisfaction	0.001	0.972	88
Expectation Confirmation	1.216	0.273	87
Intention to Recommend Carpet	0.027	0.870	88
Intention to Recommend Retailer	3.394	0.069	86

The results of Pearson's coefficient of correlation tests for null hypothesis 8 are shown in Table 23. There was a significant positive correlation between expected life of carpet and price satisfaction. There were no significant correlations between expected life of carpet and any of the other measures of postpurchase satisfaction/dissatisfaction, therefore, null hypothesis 8 is only partially rejected.

Null Hypothesis 9: No significant relationship exists between consumer prior experience with carpet and postpurchase satisfaction/dissatisfaction.

There was a significant negative correlation between consumer prior experience and postpurchase expectation confirmation (Table 24). There were no significant correlations between consumer prior experience and any of the other measures of postpurchase satisfaction/dissatisfaction. From the results it is apparent that null hypothesis 9 must be accepted for all measures except postpurchase expectation confirmation.

Null Hypothesis 10: No significant relationship exists between consumer initial satisfaction and postpurchase satisfaction/dissatisfaction with carpet after approximately eight months.

The results of Pearson's coefficient of correlation analyses to test null hypothesis 10 are shown in Table 25. There were significant positive correlations between initial satisfaction with carpet and each of the following measures of postpurchase satisfaction/dissatisfaction:

1. general carpet satisfaction,
2. price satisfaction,
3. color satisfaction,
4. durability satisfaction,
5. installation satisfaction,
6. ease of cleaning satisfaction,
7. composite index of satisfaction,
8. intention to recommend the carpet, and

TABLE 23

Correlation Between Postpurchase Satisfaction/Dissatisfaction and Expected Life of Carpet

Measure of Postpurchase Satisfaction/Dissatisfaction	Expected Life of Carpet in Years		
	r	p	n
General Carpet Satisfaction	-0.045	0.347	78
Price Satisfaction	0.214	0.030*	78
Color Satisfaction	-0.001	0.495	77
Style Satisfaction	0.124	0.140	78
Durability Satisfaction	0.048	0.339	77
Installation Satisfaction	0.069	0.275	78
Soil Hiding Satisfaction	0.039	0.368	77
Ease of Cleaning Satisfaction	0.080	0.246	76
Composite Index of Satisfaction	0.126	0.136	78
Expectation Confirmation	-0.059	0.303	78
Intention to Recommend Carpet	0.099	0.195	78
Intention to Recommend Retailer	0.022	0.424	77

*$p < 0.05$

TABLE 24

Correlation Between Postpurchase Satisfaction/Dissatisfaction and Consumer Prior Experience with Carpet

Measure of Postpurchase Satisfaction/Dissatisfaction	Prior Experience		
	r	p	n
General Satisfaction	-0.043	0.344	91
Price Satisfaction	-0.053	0.308	91
Color Satisfaction	0.028	0.398	90
Style Satisfaction	-0.021	0.423	91
Durability Satisfaction	-0.095	0.186	90
Installation Satisfaction	0.139	0.094	91
Soil Hiding Satisfaction	0.084	0.217	90
Cleaning Satisfaction	0.084	0.217	89
Composite Index of Satisfaction	0.036	0.367	91
Expectation Confirmation	-0.183	0.042*	90
Intention to Recommend Carpet	-0.166	0.058	91
Intention to Recommend Retailer	-0.160	0.067	89

*$p < 0.05$

TABLE 25

Correlation Between Postpurchase Satisfaction/Dissatisfaction and Respondents' Initial Satisfaction with Carpet

Measure of Postpurchase Satisfaction/Dissatisfaction	Initial Satisfaction			Initial Expectation Confirmation		
	r	p	n	r	p	n
General Satisfaction	0.434	0.000*	64	0.282	0.012*	64
Price Satisfaction	0.559	0.000*	64	0.300	0.008*	64
Color Satisfaction	0.296	0.009*	64	0.420	0.000*	64
Style Satisfaction	0.166	0.095	64	0.219	0.041*	64
Durability Satisfaction	0.466	0.000*	63	0.229	0.035*	63
Installation Satisfaction	0.254	0.022*	64	0.099	0.219	64
Soil Hiding Satisfaction	0.168	0.094	63	0.214	0.046*	63
Cleaning Satisfaction	0.383	0.001*	62	0.206	0.054	62
Composite Index of Satisfaction	0.476	0.000*	64	0.377	0.001*	64
Expectation Confirmation	0.166	0.097	63	0.159	0.107	63
Intention to Recommend Carpet	0.392	0.001*	64	0.195	0.061	64
Intention to Recommend Retailer	0.415	0.000*	62	0.093	0.236	62

*$p < 0.05$

9. intention to recommend the retailer.

There were no significant correlations between initial satisfaction and style satisfaction, soil hiding satisfaction or postpurchase expectation confirmation.

The results of Pearson's coefficient of correlation analyses between initial expectation confirmation (an indirect measure of satisfaction) and postpurchase satisfaction/dissatisfaction are also shown in Table 25. There were significant positive correlations between initial expectation confirmation and each of the following postpurchase satisfaction/dissatisfaction measures:

1. general carpet satisfaction,
2. price satisfaction,
3. color satisfaction,
4. style satisfaction,
5. durability satisfaction,
6. soil hiding satisfaction, and
7. the composite index of satisfaction.

There were no significant correlations between initial expectation confirmation and either installation satisfaction, ease of cleaning satisfaction, postpurchase expectation confirmation or intention to recommend the carpet/retailer. Based on the aforementioned results, null hypothesis 10 can be partially rejected.

Null Hypothesis 11: No significant relationship exists between consumer propensity to complain and postpurchase satisfaction/dissatisfaction.

Table 26 shows the results of Pearson's r analyses performed to test null hypothesis 11. The consumer propensity to complain variable is comprised of seven measures. There were no significant correlations between the measures of postpurchase satisfaction/dissatisfaction and whether or not consumers agreed that they rarely return merchandise, that they write letters to manufacturers to register complaints, or that it is often not worth the time to complain about unsatisfactory merchandise. There were also no significant correlations between any of the propensity to complain measures and the following postpurchase satisfaction/dissatisfaction measures:

TABLE 26

Correlation Between Postpurchase Satisfaction/Dissatisfaction and Consumer Propensity to Complain

Measure of Postpurchase Satisfaction/ Dissatisfaction	Rarely Returns Merchandise	Lacks Confidence to Complain	Complains only if Expensive	Tells Friends and Neighbors	Dislikes Returning Merchandise	Writes Letters to Complain	Not Worth Time to Complain
General Satisfaction	r = 0.0591 n = 90	r = -0.0306 n = 91	r = 0.0196 n = 91	r = 0.0320 n = 91	r = 0.0539 n = 92	r = -0.0581 n = 91	r = -0.0149 n = 89
Price Satisfaction	r = -0.0991 n = 90	r = -0.2295* n = 91	r = -0.2077* n = 91	r = -0.0399 n = 91	r = -0.1276 n = 92	r = 0.0852 n = 91	r = -0.0799 n = 89
Color Satisfaction	r = -0.0725 n = 89	r = -0.1462 n = 90	r = -0.1777* n = 90	r = 0.1775* n = 90	r = -0.1041 n = 91	r = -0.0753 n = 90	r = 0.0968 n = 88
Style Satisfaction	r = -0.1240 n = 90	r = -0.1548 n = 91	r = -0.0141 n = 91	r = 0.1363 n = 91	r = -0.2557** n = 92	r = -0.0015 n = 91	r = -0.0186 n = 89
Durability Satisfaction	r = 0.0020 n = 89	r = -0.1371 n = 90	r = -0.0848 n = 90	r = -0.0328 n = 90	r = -0.1231 n = 91	r = 0.0513 n = 90	r = -0.1100 n = 89
Installation Satisfaction	r = 0.0024 n = 90	r = -0.1289 n = 91	r = -0.0872 n = 91	r = -0.0030 n = 91	r = -0.2720** n = 92	r = -0.0067 n = 91	r = -0.1053 n = 89
Soil Hiding Satisfaction	r = -0.0130 n = 89	r = -0.1891* n = 89	r = -0.1170 n = 89	r = -0.0164 n = 89	r = -0.2410* n = 90	r = -0.0177 n = 89	r = 0.0521 n = 87
Cleaning Satisfaction	r = -0.1427 n = 87	r = -0.1984* n = 88	r = -0.2536** n = 88	r = 0.0113 n = 88	r = -0.2739** n = 89	r = 0.1636 n = 88	r = -0.1087 n = 86
Composite Index of Satisfaction	r = -0.0341 n = 90	r = -0.2109* n = 91	r = -0.1415 n = 91	r = 0.0003 n = 91	r = -0.3467*** n = 92	r = 0.0526 n = 91	r = -0.0450 n = 89
Expectation Confirmation	r = 0.0770 n = 89	r = 0.0335 n = 90	r = 0.0368 n = 90	r = -0.0301 n = 90	r = -0.0834 n = 91	r = -0.0970 n = 90	r = 0.0711 n = 88
Intention to Recommend Carpet	r = -0.0342 n = 90	r = -0.1266 n = 91	r = -0.0772 n = 91	r = 0.0595 n = 91	r = -0.1004 n = 92	r = 0.0960 n = 91	r = -0.0870 n = 89
Intention to Recommend Retailer	r = 0.1454 n = 88	r = -0.0071 n = 89	r = -0.0749 n = 89	r = -0.0381 n = 90	r = -0.0704 n = 90	r = 0.0353 n = 90	r = -0.0747 n = 89

* $p < 0.05$
** $p < 0.01$
*** $p < 0.001$

1. general carpet satisfaction,
2. durability satisfaction,
3. postpurchase expectation confirmation, and
4. intention to recommend the carpet/retailer.

There were weak significant negative correlations between respondents' agreement that they lack the confidence to complain about unsatisfactory merchandise and each of the following variables:

1. price satisfaction,
2. soil hiding satisfaction,
3. ease of cleaning satisfaction, and
4. the composite index of satisfaction.

There were no significant correlations between respondents' agreement that they lack the confidence to complain and the other measures of postpurchase satisfaction.

There were weak significant negative correlations between respondents' agreement that they complain only if products are expensive and each of the following measures of satisfaction:

1. price satisfaction,
2. color satisfaction, and
3. ease of cleaning satisfaction.

There was a weak significant positive correlation between respondents' agreement that they tell their friends and neighbors about an unsatisfactory item and color satisfaction.

There were significant negative correlations between respondents' agreement that they dislike returning merchandise and each of the following measures of satisfaction/dissatisfaction:

1. style satisfaction,
2. installation satisfaction,
3. soil hiding satisfaction,
4. ease of cleaning satisfaction, and
5. the composite index of satisfaction.

Null hypothesis 11 is rejected partially considering the previously mentioned results.

V. DISCUSSION

In this chapter, the findings outlined in Chapter IV will be discussed with reference to the objectives of the study and related literature. The Engel, Blackwell and Kollat model of a high-involvement decision process was used as the conceptual framework for this study (Engel and Blackwell, 1982: p. 500). Concentration in this study was on postpurchase satisfaction/dissatisfaction in conjunction with prepurchase information search.

A. Satisfactory and Dissatisfactory Attributes

The first objective was to determine the incidence and type of carpet problems encountered approximately eight months after purchase, especially those related to inappropriate selection and placement of carpet. In the sample of carpet buyers, the most frequently mentioned satisfactory attributes were color, appearance and feel while the most frequently mentioned dissatisfactory attributes were installation, dirt showing, and vacuum marks and footprints showing. The findings show that expressive attributes (those related to the psychological performance) were mentioned more frequently as satisfying features than dissatisfying features. The findings also show that instrumental attributes (those related to performance of the physical product) were mentioned more frequently as dissatisfying features than satisfactory features. These results clearly support the findings of Swan and Combs (1976) and Maddox (1981), that expressive performance is associated with satisfactory attributes while instrumental performance is associated with dissatisfactory attributes.

Day (1977) pointed out that if a product is complex and involves many different features, some attributes may be satisfactory while others are unsatisfactory. Since many of the respondents mentioned dissatisfactory attributes as well as satisfactory attributes, this is an indication that carpeting is truly a complex product because it involves many attributes.

The article by Day and Ash (1979) pointed out that within the category of home furnishings the major source of dissatisfaction was the quality of materials and the second most cited reason was that the quality of workmanship was inferior. Contrary to the Day and Ash findings, the results show that installation (quality of workmanship) was the major source of dissatisfaction and quality of the carpet was only mentioned as a source of satisfaction.

Steiniger and Dardis (1971) revealed that problem areas in the performance of textile products were related to wear and durability. The findings in this study, however, show that durability is more frequently mentioned as a source of satisfaction than a source of dissatisfaction. This study took place approximately eight months after purchase and problems related to the durability of carpet likely require more time to develop. Dirt showing, vacuum marks and footprints showing are problems which may be associated with inappropriate selection and placement of carpet.

B. Postpurchase Satisfaction/Dissatisfaction Measurement

The second objective was to develop a measure of postpurchase satisfaction/dissatisfaction with carpet. The development of the final instrument (Appendix D) was outlined in Chapter III, therefore, this section will be devoted to discussion of the measures of postpurchase satisfaction/dissatisfaction in light of the literature reviewed and the conceptual framework.

There were significant positive correlations between general satisfaction and each of the other measures of satisfaction listed below:

1. composite index of satisfaction ($r=0.549$, $p=0.000$),
2. postpurchase expectation confirmation ($r=0.485$, $p=0.000$),
3. intention to recommend carpet ($r=0.722$, $p=0.000$), and
4. intention to recommend retailer ($r=0.473$, $p=0.000$).

In addition to the significant positive correlation between the composite index of satisfaction and general satisfaction, there were also significant positive

correlations between the composite index of satisfaction and each of the following indirect measures of postpurchase satisfaction/dissatisfaction:

1. postpurchase expectation confirmation ($r=0.467$, $p=0.000$),
2. intention to recommend carpet ($r=0.630$, $p=0.000$), and
3. intention to recommend retailer ($r=0.489$, $p=0.000$).

The aforementioned significant correlations between various measures of satisfaction/dissatisfaction are high but not perfect ($r=1.000$), therefore, the results support Hawes and Arndt's (1979) belief that a multiple measure approach to determining satisfaction held greater promise than a single global indicant of consumer satisfaction.

The mean score of general satisfaction was somewhat higher than the mean score of the composite index of satisfaction. This difference in means also lends support to the multiple measure approach of determining benefits or satisfaction with a particular product, especially a complex product like carpet.

Hunt (1977) questioned whether consumer satisfaction and dissatisfaction are opposite ends of the same continuum or are on different dimensions. The findings of the pilot study suggest that the two constructs (satisfaction and dissatisfaction) are unidimensional. Most respondents experienced difficulty in answering the questions when the two variables were on separate scales. Even though the results supported the findings of Swan and Combs (1976) that expressive attributes are associated with satisfaction and instrumental attributes are associated with dissatisfaction, these constructs can still be measured on a unidimensional scale.

The positive correlations between intention to recommend the carpet/retailer and general satisfaction correspond with Hunt's (1977) belief that intention to repurchase is an indirect measure of satisfaction. This backward measure tells the researcher whether or not the purchase was worth making and whether or not the choice was good. The positive correlation between intention to recommend the retailer and general satisfaction also parallels the findings of Anderson, Engledow and Becker (1979), that there was a positive relationship between attitude toward business and product satisfaction.

As mentioned in Chapter III, Engel and Blackwell (1982) state that the key to satisfaction is confirmation of expectation. In this study there were significant positive correlations between postpurchase expectation confirmation and general carpet satisfaction and the composite index of satisfaction. This suggests that if expectations are confirmed then satisfaction will result. On the other hand, if expectations are not confirmed then dissatisfaction is the outcome.

Although there were positive correlations between initial satisfaction and general satisfaction and the composite index of satisfaction, there was no linear relationship between initial expectation confirmation and postpurchase expectation confirmation. This could be explained in part by the different wording of each question. This result may also suggest that the timing of consumer satisfaction/dissatisfaction measurement is vital because satisfaction measurement following installation may not correspond with satisfaction measurement after approximately eight months.

C. Satisfaction and Stated Importance of Performance

Objective 3a was to investigate the relationship between postpurchase satisfaction/dissatisfaction and stated importance of performance as an evaluative criterion in purchasing carpet. There were no significant differences in any of the postpurchase satisfaction/dissatisfaction measures among consumers differing on stated importance of performance. A possible explanation for these results is that there were very few dissatisfied respondents. The Phase I study showed that color and price were mentioned more frequently as important evaluative criteria than durability. Although Lehmann et al. (1974) suggest choice criterion will affect satisfaction, durability was not the most important feature and it is possible it had little effect on postpurchase satisfaction. It is also interesting to note that durability was neither a major source of satisfaction or dissatisfaction among carpet buyers at this eight month postpurchase period.

D. Satisfaction and Extent of Search

Objective 3b was to investigate the relationship between postpurchase satisfaction/dissatisfaction and extent of prepurchase search. There were six variables used to measure the extent of prepurchase search: prepurchase period, the number of stores visited, the total number of store visits, the number of other carpets considered, the number of different information sources consulted, and the composite index of extent of search.

The findings of the study showed a negative relationship existed between price satisfaction and the number of other carpets considered. One explanation for this finding is that price was one of the most important features considered and perhaps respondents watched for a price they could afford and thereby limited their choice. It is possible that repondents assumed a certain level of durability and quality in a certain price point, chose their color and bought their carpet. This was confirmed by several respondents in the initial telephone interview in Phase I (Hartman, 1982). Another explanation might be that those respondents who considered more carpets might have been seeking lower prices and were not able to find what they wanted at a low enough price.

There were positive relationships between postpurchase expectation confirmation and the composite index of extent of search, prepurchase period, number of stores visited and total number of store visits. These findings confirm that of Anderson, Engledow and Becker (1979) which showed a positive relationship between information search and consumer product satisfaction. These findings also reflect the findings of Cardozo's (1965) study that the expenditure of greater effort in search results in greater satisfaction.

E. Satisfaction and Type of Information Source

Objective 3c was to investigate the relationship between postpurchase satisfaction/dissatisfaction and the type of information source perceived most useful.

The respondents who found either carpet salespeople or booklets and pamphlets most useful were generally more satisfied with their carpet than were respondents who found advertisements in newspapers and magazines most useful. It is likely that respondents encountered more factual information from carpet salespeople, booklets and pamphlets than from newspaper and magazine advertisements. These results support the theory that informed consumer should be able to make more intelligent purchase decisions if they are provided with objective factual information on the features of competing products (Sproles, Geistfeld and Badenhop, 1980).

It is also interesting to note how these findings correspond to those of Wilkie and Farris (1976). Wilkie and Farris found that consumers using magazine and newspaper advertisements had low confidence that the choice made was the most suitable and that consumers who relied on information provided by salespeople were more satisfied with their purchase choice than those who used magazine and newspaper advertisements.

F. Satisfaction in Relation to CCI Program

Objective 3d was to investigate the relationship between postpurchase satisfaction/dissatisfaction and prepurchase awareness, understanding, perceived usefulness, and helpfulness of the CCI label and pamphlet.

Respondents who were not aware of the CCI label were generally more satisfied with their carpet than those respondents who were unsure if they were aware of the CCI label. The results showed that respondents who were not aware of the CCI label or were unsure were more satisfied with the color of their carpet than those respondents who were aware of the label. One

possible explanation might be that respondents who were aware of the label might have limited their selection to those carpets with a CCI label and in doing so restricted their choice of color. Having limited their selection to those carpets with a CCI label, the respondents might be less satisfied because they could not find a carpet that corresponded to their desired color.

There were no significant differences in any of the postpurchase satisfaction measures among consumers differing in prepurchase awareness of the CCI pamphlet. This is most likely due to lack of response to the question and the small number of respondents who were aware of the CCI pamphlet.

Those respondents who felt the CCI label did not affect their choice were less satisfied with their carpet in general than those respondents who felt the CCI label did affect their choice and those respondents who were unsure as to whether the CCI label affected their choice. The results also showed that those respondents who thought the CCI label affected their choice were more satisfied with the color of their carpet, the carpet's ability to hide dirt, and the ease of cleaning their carpet than those respondents who thought the CCI label did not affect their choice.

Significant positive relationships also existed between perceived helpfulness of the label and eight of the twelve postpurchase satisfaction measures. It appears that product information (referring to performance/appearance retention) on the CCI label assisted repondents in making a satisfactory purchase and this finding corresponds to that of Anderson (1977). It should be noted, however, that the CCI label information affected satisfaction with attributes other than durability.

G. Satisfaction and Initial Expectations

Objective 3e was to investigate the relationship between postpurchase satisfaction/dissatisfaction and initial expectations. There were two measures of initial expectation; initial expectation of carpet performance and the expected life of carpet in years.

There were no significant differences in any of the postpurchase measures of satisfaction/dissatisfaction among consumers differing in initial expected performance. These results may be explained by the fact that all of the respondents expected their carpet to withstand traffic quite well. Sproles and Geistfeld (1978) found that consumers' expectations regarding their textile purchases were extremely high. The results of the Sproles and Geistfeld research showed that dissatisfaction will occur with greater frequency under high expectation conditions. Despite the high expectations of respondents who bought carpet in this study, there were very few dissatisfied respondents. The results of this study do, however, correspond to those of Ash (1978) who found that floor coverings were ranked lower than most textile products in terms of total number of dissatisfied consumers.

There was a significant positive relationship between the expected life of carpet and price satisfaction. In other words, the greater the expected life of the carpet, the more likely the respondent will be satisfied with the price of the carpet. This finding may at first seem to contradict the theory that as expectations increase, dissatisfaction also increases (Sproles and Geistfeld, 1978). Satisfaction with the price of a carpet, however, differs from overall satisfaction with carpet and it is logical that consumers who expect a lot of wear from a carpet will tend to be more satisfied even with a higher price.

H. Satisfaction and Prior Experience

Objective 3f was to investigate the relationship between postpurchase satisfaction/dissatisfaction and consumer prior experience. Consumer prior experience in this study refers to consumer satisfaction with a previous carpet.

There was a significant negative correlation between consumer prior experience and postpurchase expectation confirmation. This is to say that, if consumers were satisfied with a previous carpet they were more likely to have their expectations disconfirmed or be dissatisfied with their recent carpet purchase. On the other hand, if consumers were dissatisfied with a previous

carpet, they were more likely to have their expectations confirmed or even exceeded and therefore be satisfied with their recent carpet purchase. These findings support those of LaTour and Peat (1980) and Westbrook and Newman (1978). High levels of satisfaction with a previous product often result in more dissatisfaction with a replacement product.

I. Postpurchase Satisfaction and Initial Satisfaction

Objective 3g was to investigate the relationship between postpurchase satisfaction/dissatisfaction and initial satisfaction. Initial satisfaction with carpet and initial expectation confirmation were the two measures of initial satisfaction investigated. As mentioned previously, initial expectation confirmation is an indirect measure of initial satisfaction.

There were significant positive correlations between initial satisfaction with carpet and all of the postpurchase satisfaction measures with the exception of style and soil hiding satisfactions and postpurchase expectation confirmation. There were also significant positive correlations between initial expectation confirmation and all of the postpurchase satisfaction measures excluding installation and ease of cleaning satisfactions, postpurchase expectation confirmation and intention to recommend the carpet/retailer.

The lack of correlation between initial expectation confirmation and postpurchase expectation confirmation justifies longitudinal research in the area of consumer satisfaction. Although initial satisfaction is in someways indicative of postpurchase satisfaction after eight months, it does not give the complete picture. In particular, problems related to the durability of carpet are not likely to be apparent soon after installation and will require more time to develop.

J. Satisfaction and Propensity to Complain

The final objective was to investigate the relationship between postpurchase satisfaction/dissatisfaction and consumer propensity to complain.

Consumer behavior theory suggests that consumers with a propensity to complain are more likely to be dissatisfied with products (Day and Landon, 1979). Contrary to consumer behavior theory, there appears to be a positive relationship between consumer propensity to complain and postpurchase satisfaction. This may in part be explained by the nature of the wording of the propensity to complain questions. The respondents may have answered the questions in the way they thought they should have responded rather than thinking about their actual postpurchase dissatisfaction behavior. This suggests that the Phase II propensity to complain questions measured attitude toward complaining about unsatisfactory merchandise rather than actual complaining behavior. This was suggested by the actual responses which were very different from the results of studies on reported complaining behavior.

VI. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

A. Summary

The purpose of this study was to determine if relationships existed between extent and type of prepurchase search behavior and postpurchase satisfaction/dissatisfaction, particularly the incidence of inappropriate selection and placement of carpet. More specifically, awareness, understanding and use of the information sources and the incidence of postpurchase problems were examined to determine what relationships existed between these variables. A major focus was on the CCI label and pamphlet as information sources. The Engel, Blackwell and Kollat model of a high-involvement decision process was the conceptual framework used for this study (Engel and Blackwell, 1982: p. 500).

This study was the second phase of a longitudinal research project designed to investigate the effectiveness of the CCI label as a source of information for carpet buyers. The longitudinal nature of the study necessitated the use of the same sample for the second phase as the first phase. A total of 109 consumers who bought carpet in the Edmonton area were contacted of which 92 participated in the completion of the Phase II questionnaire. The consumer satisfaction/dissatisfaction data collected from Phase II were studied in conjunction with the information gathered in Phase I concerning prepurchase behavior.

A multiple measure approach to determine satisfaction with carpet was taken to develop a self-administered questionnaire for the Phase II study. The data were statistically analyzed with the following tests: Pearson's product-moment correlation coefficient and oneway analysis of variance.

The most frequently mentioned satisfying attributes were color, appearance and feel while the most frequently mentioned dissatisfying attributes were installation, dirt showing and vacuum marks and footprints showing. The findings showed that expressive attributes were mentioned more frequently as

satisfying features and instrumental attributes were mentioned more frequently as dissatisfying features. Durability was a major source of neither dissatisfaction nor satisfaction.

No meaningful differences in postpurchase satisfaction/dissatisfaction were noted between respondents differing in stated importance of performance.

The carpet buyers exhibited a significant negative correlation between the number of other carpets considered and satisfaction with the price of the carpet. One factor that was positively correlated with postpurchase expectation confirmation was extent of prepurchase search (prepurchase period, number of stores visited and total number of store visits).

Respondents who found salespeople, booklets and pamphlets most useful were generally more satisfied with their carpet than respondents who found newspaper and magazine advertisements most useful. Carpet buyers who were not aware of the CCI label were more satisfied with the color of their carpet than were carpet buyers who were aware of the CCI label. No meaningful difference in postpurchase satisfaction was found among consumers differing in awareness of the CCI pamphlet. Postpurchase satisfaction/dissatisfaction was related to perceived helpfulness and usefulness of the CCI label. Use of the CCI label assisted carpet buyers in making a satisfactory purchase.

Expectations regarding carpet performance and carpet life had little meaningful effect on postpurchase satisfaction/dissatisfaction. Dissatisfaction with a previous carpet resulted in greater satisfaction with a replacement carpet. Respondents who were initially satisfied with their carpet shortly after installation were also satisfied with their carpet approximately eight months later. There was no significant relationship between postpurchase expectation confirmation and initial expectation confirmation. Consumer propensity to complain was found to be positively related to postpurchase satisfaction.

B. Conclusions

The first objective was to determine the incidence and type of carpet problems encountered approximately eight months after purchase, especially those related to inappropriate selection and placement of carpet. The results indicated that the most dissatisfying attributes (installation, dirt showing, and vacuum marks and footprints showing) were related to the instrumental performance of the carpet. The most satisfying attributes (color, appearance and feel) were related to the psychological performance of the carpet. Durability was a major source of neither satisfaction nor dissatisfaction. Thus, it may be concluded that there were some incidents of inappropriate selection and placement but the most frequent problems were concerning installation (quality of workmanship).

Objective two, to develop a measure of postpurchase satisfaction/dissatisfaction with carpet, was met. The results of this study suggest a multiple measure approach to determining satisfaction is more beneficial than a single global indicant of satisfaction. The Engel and Blackwell (1982) theory that expectation confirmation is a measure of satisfaction was supported. The relationship between intention to recommend the carpet/retailer and general satisfaction correspond to Hunt's (1977) belief that intention to repurchase is an effective, indirect measure of satisfaction. The results suggest the timing of satisfaction measurement is vital. Initial satisfaction with carpet does not wholly correspond to satisfaction after approximately eight months.

The third objective was to investigate the relationship between postpurchase satisfaction and several prepurchase behavior variables and this objective was accomplished in part. The respondents' stated importance of performance had no meaningful effect on satisfaction with carpet. The more extensive the prepurchase search undertaken, the greater likelihood the respondents had to meet or exceed their expectations. Carpet buyers who found either salespeople or booklets and pamphlets most useful were more satisfied than carpet buyers who found magazine and newspaper advertisements most useful, thus supporting the theory that informed consumers make more

intelligent purchase decisions if they are provided with factual information (Sproles, Geistfeld and Badenhop, 1980). Use of the product information on the CCI label assisted respondents in making a satisfactory choice; however, simple awareness of the CCI label/pamphlet had little meaningful effect on satisfaction.

Expectations regarding carpet performance did not significantly effect satisfaction contrary to the findings of Sproles and Geistfeld (1978) perhaps because of the generally high level of expectation. One general conclusion drawn from the findings and supported by those of LaTour and Peat (1980) and Westbrook and Newman (1978) was that high levels of satisfaction with a previous product often result in dissatisfaction with a replacement product.

Although initial satisfaction was in part indicative of postpurchase satisfaction after eight months, lack of correlation between initial expectation confirmation and postpurchase expectation confirmation justifies this longitudinal research. The results regarding the effect of consumer propensity to complain on satisfaction pointed to a positive relationship which is contrary to theory or past findings; however, the findings were inconclusive.

The Engel, Blackwell and Kollat model of a high-involvement decision process served as a useful framework in developing hypotheses for this study. Further study with a larger sample and/or other products could provide data yielding broader generalizations and additional evidence to support the theories of consumer satisfaction.

C. Recommendations

CCI Labelling Program

The findings of the Phase I study showed that only a small proportion of the respondents saw the CCI label and even fewer were aware of the CCI pamphlet. Although awareness of the CCI labelling program was not significantly linked to consumer satisfaction, this should not suggest termination of the program. The findings of the Phase II study indicated that the use of the CCI label did assist carpet buyers in making a satisfactory purchase. It is recommended, as Hartman (1982) suggested, that promotional effort should be expanded to increase consumer awareness of the CCI program. The carpet salesperson was considered by far to be the most useful source of information, therefore promotional effort should be concentrated in educating the carpet salespeople about the use and benefits of the CCI labelling program. The use of booklets and pamphlets had a marked effect on satisfaction, therefore, emphasis should be placed on providing illustrative, point-of-purchase information. Implementation of an educational program at the consumer level is also suggested to improve awareness, understanding and use of the CCI labelling program.

Carpet Retailers

Installation was the major source of dissatisfaction among carpet buyers which indicated the quality of workmanship was inferior. This is a market practice issue which can be greatly improved upon. It is strongly recommended that retailers of carpet should seek out reputable installers and demand quality workmanship. Guaranteed quality installation should perhaps be provided to ensure satisfied clientele. While dirt showing and vacuum marks and footprints

showing are largely dependent upon the appropriateness of the color and style of carpet selected by consumers, the carpet salespeople could make valuable suggestions to avoid or minimize these problems.

Future Research

Postpurchase satisfaction was studied in conjunction with prepurchase behavior in this research. The small sample size was a limiting factor in this study. Replication of this study using a larger sample and/or another complex product category may provide useful insight toward theories of consumer satisfaction. Relationships between the independent variables and their effect on postpurchase satisfaction could be examined.

It would be of interest to do a second follow-up study to measure satisfaction with carpet two years after purchase. The carpet buyers in this study were not particularly transient so respondents, though somewhat smaller in number, could possibly contribute evidence toward the significance of longitudinal research.

Future investigation of complaint behavior in relation to consumer satisfaction/dissatisfaction is recommended. The manner in which the propensity to complain measures were worded and coded restricted the value of the data in this study. By rewording and recoding, an index of consumer propensity to complain may be developed to explore this construct in relation to postpurchase satisfaction/dissatisfaction.

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APPENDICES

APPENDIX A

(Phase I Initial Telephone Interview)

INITIAL TELEPHONE INTERVIEW

Hello _____

This is _____ from the University of Alberta speaking.

I am calling regarding your recent purchase of carpeting from _____

_____.

Am I speaking to the person most involved in this purchase?

If not "Could I please speak to that person? " (Pause; repeat above)

When you purchased the carpet you should have received a letter from Dr. Crown and myself at the University of Alberta about a research project we are doing for the Canadian Carpet Institute. You indicated that you are willing to participate, so could I please have about one minute of your time now to answer a few questions?

1. I understand that the carpet you bought was for your _____ (name of) room(s).

   Is this correct? Yes _____ No _____

2. May I confirm that the carpet is

   (a) _____ (type) and

   (b) _____ (colour).

3. How much traffic would you say this part of your home receives?

   (i) light _____ (ii) medium _____ (iii) heavy _____

4. How well do you expect this carpet to withstand the traffic in that (those) room(s) and still look good:

   (i) fairly well _____ (ii) quite well _____ (iii) very well _____

5. (IF NECESSARY)
   Approximately what was the total installed cost of the carpet, underlay and installation? $ _____

APPENDIX B

(Phase I Self-Administered Questionnaire)

SELF-ADMINISTERED QUESTIONNAIRE

INSTRUCTIONS:

The questions that follow refer to your most recent carpet purchase from a store in Edmonton. These questions should be answered by the person most involved in the purchase of this carpet. However, he or she may ask for the assistance from other members of the household who were also involved in the actual purchase. Please answer the questions in the order presented. We are very interested in knowing exactly what you think and feel about your purchase of carpet. There are no right or wrong answers. We appreciate your cooperation.

PLEASE INDICATE WHO IS COMPLETING THIS QUESTIONNAIRE.

Wife alone _____ Husband alone _____ Both husband and wife _____

Single _____ Two or more single persons _____

1. (a) There are many features you may have considered when buying this carpet (for example, store, price, brand, colour, fibre, appearance, durability, style, cleaning, etc.). Please list below the features you considered while purchasing this carpet.

   1. _____
   2. _____
   3. _____
   4. _____
   5. _____
   6. _____

   (b) From the list above, which were the two features most important in determining your final choice of carpet?

   Most important feature _____

   2nd most important feature _____

2. (a) How long had you been looking for this new carpet before you made the purchase?

   _____

   (b) We are interested in the stores you visited while shopping for this carpet. What stores did you visit - and how many visits did you make to each place? (Please include the store you bought from in your list.)

NAME OF STORE	NUMBER OF VISITS TO STORE
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____

   (c) How many other carpets did you seriously consider buying before you decided on this particular one?

3. (a) We are interested in learning about the people and places you got information from when you were shopping for this carpet. From the following list of people, places and various media, please indicate where you got the information from, and if this information helped you make your purchase decision.

Did you get any information from:	YES	NO	If YES, did this information help you make your purchase decision? YES	NO
1. Carpet sales people?	___	___	___	___
2. Friends or relatives?	___	___	___	___
3. Ads in newspapers or magazines?	___	___	___	___
4. Ads on T.V. or radio?	___	___	___	___
5. Articles about carpets or rugs in newspapers or magazines?	___	___	___	___
6. Booklets or pamphlets about carpets or rugs?	___	___	___	___
7. Labels or tags attached to carpets or rugs?	___	___	___	___
8. Government agencies (e.g. Consumer Affairs or Agriculture)?	___	___	___	___
9. Other places (please specify) ? _____			___	___

(b) All in all, what information source(s) did you find most useful? List UP TO THREE and rank in order of usefulness.

1. Most useful _____
2. 2nd most useful _____
3. 3rd most useful _____

NOTE: Some of the following questions can be answered by circling any number from 1 to 5. Please circle only one number that comes closest to how you felt or thought at the time. For example, for the first question you could circle ① if you were "Not Satisfied at all" with the information available. You would circle ⑤ if you were "Very Satisfied". Similarly you could circle ②, ③ or ④ if you felt the information available was something more than "Not Satisfied at all" but something less than "Very Satisfied".

4. How satisfied are you with the information you had available to you when making your purchase decision?

Not Satisfied at all				Very Satisfied
1	2	3	4	5

PLEASE TELL US NOW ABOUT OTHER CARPETS YOU HAVE OWNED.

5. (a) Did you have a carpet or rug in this part of your house before you bought your new one?

No _____ If NO, please go to question 5(d) below.

Yes _____ If YES, please continue.

(b) How satisfied were you with the performance or service you got out of this old carpet or rug?

Very Dissatisfied				Very Satisfied
1	2	3	4	5

(c) Is the new carpet the same type as the old one?

Yes _____ No _____

(d) How many new carpet and rug purchases have you made in the past ten years, including your most recent purchase?

_____

(e) Not including your most recent carpet or rug purchase, when did you last buy a carpet or rug?

Year _____

Never bought one before _____

PLEASE THINK AGAIN ABOUT YOUR MOST RECENT CARPET PURCHASE.

6. In looking for carpets what types of labels did you notice on the carpet samples that you looked at?

1. Manufacturer's Label: Yes _____ No _____ Don't Know _____
2. Retailer's Label: Yes _____ No _____ Don't Know _____
3. Canadian Carpet Institute's Label: Yes _____ No _____ Don't Know _____
4. Saw some labels but uncertain as to type: Yes _____

7. What type(s) of information did you see on any of these labels and find particularly helpful?

1. Manufacturer's Label: _____

_____

2. Retailer's Label: _____

_____

3. Canadian Carpet Institute's Label: _____

_____

4. General: _____

_____

If you checked YES to No. 3 in Question 6 (i.e. Canadian Carpet Institute Label, hereafter referred to as CCI label), please answer questions 8 to 18 below.

If you checked NO, please proceed to question 19 below.

8. What do you think is the purpose of the CCI label?

_____

_____

9. Did you understand the information on the CCI label?

Not at all _____ Somewhat _____ Quite well _____

Comments _____

_____

10. Did you find the CCI label was helpful in making your decision?

Not helpful at all				Very helpful
1	2	3	4	5

11. Did the information on the CCI label affect your choice of carpet in any way?

Yes _____ No _____ Unsure _____

12. Do you think that the CCI label contains sufficient information?

Not sufficient				Quite sufficient
1	2	3	4	5

13. What other information should the Carpet Institute have included on their label?

_____

_____

_____

14. Did you see a Canadian Carpet Institute pamphlet explaining the information given on the CCI label?

Yes _____ No _____ Unsure _____

15. Did you find the CCI pamphlet helpful in making your decision?

Not helpful at all				Very helpful	Not Applicable
1	2	3	4	5	_____

16. Did the information in the CCI pamphlet affect your choice of carpet in any way?

Yes _____ No _____ Unsure _____

17. How much faith do you have in the information on the CCI label and/or pamphlet?

Little faith				A lot of faith
1	2	3	4	5

18. Did the carpet you have just bought have the CCI label on it?

Yes _____ No _____ Unsure _____

19. How many years do you expect the new carpet to last you?

_____ years

PLEASE TELL US HOW YOU NOW FEEL ABOUT THIS NEW CARPET. ANSWER QUESTIONS 20 TO 22 ONLY IF THE CARPET HAS BEEN INSTALLED. PLEASE CIRCLE THE NUMBER THAT COMES CLOSEST TO HOW YOU FEEL.

20. How satisfied are you with this carpet?

Not satisfied at all				Very satisfied
1	2	3	4	5

Comments _____

_____

21. How sure are you that you chose the best carpet for your needs?

Not sure at all				Very sure
1	2	3	4	5

Comments _____

_____

_____

22. How close is this carpet to what you expected?

Not at all what I expected				Exactly what I expected
1	2	3	4	5

23. Please read through each of the different statements listed below and on the following page, and circle the one number which best describes the extent to which you 'agree' or 'disagree' with each statement.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
I think I have more self-confidence than most people.	1	2	3	4	5
My friends or neighbours often come to me for advice.	1	2	3	4	5
I would rather spend a quiet evening at home than go out to a party.	1	2	3	4	5
I must admit I really don't like household chores.	1	2	3	4	5
I shop a lot for "specials".	1	2	3	4	5
I often seek out the advice of my friends regarding which brand to buy.	1	2	3	4	5
I don't like to see children's toys lying about.	1	2	3	4	5
I buy well-known brands because I'm convinced they are better quality products.	1	2	3	4	5
I have old fashioned tastes and habits.	1	2	3	4	5
I sometimes influence what my friends buy.	1	2	3	4	5
I like to entertain in my own house.	1	2	3	4	5
I find myself checking the prices in the grocery store even for small items.	1	2	3	4	5
I spend a lot of time talking with my friends about products and brands.	1	2	3	4	5
I usually keep my house very neat and clean.	1	2	3	4	5
I am more independent than most people.	1	2	3	4	5
I'd rather be more comfortable and less stylish than the other way around.	1	2	3	4	5
Antiques add a nice touch to any home.	1	2	3	4	5
More expensive stores make me feel uncomfortable.	1	2	3	4	5
I find cleaning my house an unpleasant task.	1	2	3	4	5
People come to me more often than I go to them for information about brands.	1	2	3	4	5

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
I like to have the latest styles and colours in my home.	1	2	3	4	5
I sometimes worry that something I buy will turn out to be a mistake.	1	2	3	4	5
I like parties where there is lots of music and talk.	1	2	3	4	5
I usually watch the advertisements for announcements of sales.	1	2	3	4	5
My neighbours or friends usually give me good advice on what brands to buy in the grocery store.	1	2	3	4	5
I am uncomfortable when my house is not completely clean.	1	2	3	4	5
I think I have a lot of personal ability.	1	2	3	4	5
I would like to redecorate my home often.	1	2	3	4	5
I would rather go to a sporting event than a dance.	1	2	3	4	5
Accessories are an important part of today's look.	1	2	3	4	5
A person can save a lot of money by shopping around for bargains.	1	2	3	4	5
I appreciate the advice of sales people when I shop.	1	2	3	4	5
I prefer a simple, classic look to a more fancy or detailed style.	1	2	3	4	5
Our days seem to follow a definite routine such as eating meals at a regular time, etc.	1	2	3	4	5
I like to be considered a leader.	1	2	3	4	5
When I'm shopping I look for practical rather than fashionable items.	1	2	3	4	5
I enjoy most forms of housework.	1	2	3	4	5
I always look at the label to find out what an item is made of before I buy it.	1	2	3	4	5
My idea of housekeeping is "once over lightly".	1	2	3	4	5

THE FOLLOWING QUESTIONS ARE FOR STATISTICAL PURPOSES ONLY, TO HELP IN ANALYZING THE SURVEY RESULTS. PLEASE NOTE THAT ALL INFORMATION IS CONFIDENTIAL.

			RESPONDENT 1 (Main purchaser)	RESPONDENT 2 (If applicable)
24.	Sex:	Male		
		Female		
25.	Age:	24 and under		
		25-34		
		35-44		
		45-54		
		55-64		
		65 and over		
26.	Highest level of education:			
		some or all elementary school		
		some or all secondary school		
		some or all trade or technical school		
		some college or university		
		university degree(s)		

27. Occupation (please describe)

Respondent 1 _____

Respondent 2 _____

28. What is your TOTAL yearly family income, before taxes?

under $9,999 a year	_____	$25,000 to $29,999	_____
$10,000 to $14,999	_____	$30,000 to $39,999	_____
$15,000 to $19,999	_____	$40,000 to $49,999	_____
$20,000 to $24,999	_____	$50,000 and over	_____

29. (a) Do you have any children? Yes _____ please continue
No _____ please go to Question No. 30.

(b) If yes, how many? 1 ___ , 2 ___ , 3 ___ , 4 or more ___

(c) How many children are currently living at home? _____

30. How many adults live in your home? _____

31. Do you own or rent your home? Own _____ Rent _____

32. How many times have you moved in the past ten years? _____

THANK YOU. YOUR PARTICIPATION IN THIS PROJECT IS SINCERELY APPRECIATED.

APPENDIX C

(Phase II Pilot Study Questionnaire)

Self-Administered Questionnaire

Instructions:

The questions that follow refer to your carpet purchased recently (six to eight months ago) from a store in Edmonton. These questions should be answered by the person most involved in the purchase of this carpet. However, he or she may ask for the assistance from other members of the household who were also involved in the actual purchase. Please answer the questions in the order presented. We are very interested in knowing exactly what you think and feel about your purchase of carpet. There are no right or wrong answers. We appreciate your cooperation.

Please indicate who is completing this questionnaire:

_____ wife alone _____ husband alone _____ both husband and wife

_____ single _____ two or more single persons

1. How satisfied are you with this carpet? Please give your answer in percentages by circling a number on the scale below.

%100 90 80 70 60 50 40 30 20 10 %0

completely satisfied — not at all satisfied

2. How satisfied are you with this carpet? Please give your answer by circling a number on the scale below.

1 2 3 4 5

very dissatisfied — somewhat dissatisfied — indifferent — somewhat satisfied — very satisfied

3. How satisfied and/or dissatisfied are you with this carpet? Please give your answer by circling a number on each scale below.

1 2 3 4 5

not at all satisfied — very satisfied

1 2 3 4 5

not at all dissatisfied — very dissatisfied

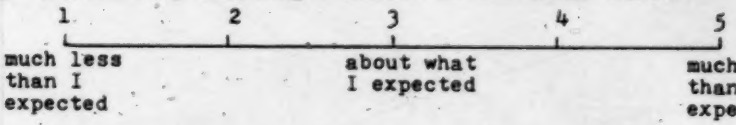
4. What is it about the carpet that is most satisfying?

_____
_____
_____
_____

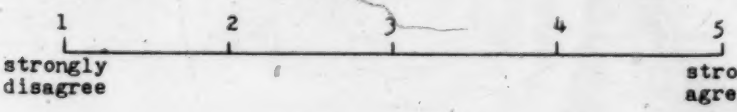
5. What is it about the carpet that is most dissatisfying?

_____
_____
_____
_____

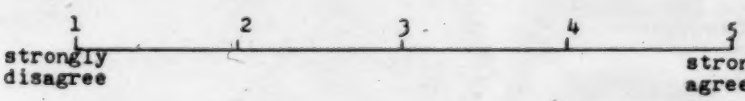
6. Has the carpet measured up to your expectations? Please give your answer by circling a number on the scale below.



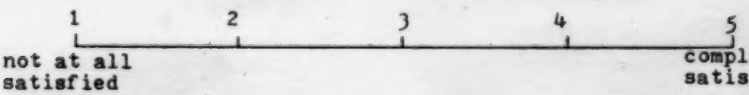
7. The carpet which I purchased has turned out to be all that I expected when I bought it.



8. I would certainly recommend this carpet to a friend with needs similar to mine.



9. How satisfied are you with the price you paid for your carpet? Please give your answer by circling a number on the scale below.



If you are not completely satisfied, why?_____
_____
_____

10. How satisfied are you with the color of your carpet?

1 2 3 4 5

not at all satisfied — completely satisfied

If you are not completely satisfied, what alternative color would you choose?

_____ lighter shade
_____ darker shade
_____ different color entirely

Why?_____

11. How satisfied are you with the style (i.e. plush, loop, sculptured, shag, etc.) of your carpet?

1 2 3 4 5

not at all satisfied — completely satisfied

If you are not completely satisfied, what other style of carpet would you select? _____

12. How satisfied are you with the overall performance of your carpet?

1 2 3 4 5

not at all satisfied — completely satisfied

If you are not completely satisfied, why?_____

13. How satisfied are you with the installation and service of your carpet?

1 2 3 4 5

not at all satisfied — completely satisfied

If you are not completely satisfied, why? _____

14. In general, how satisfying do you find the way you are spending your life these days? Please check the appropriate blank.

_____ completely satisfying

_____ somewhat satisfying

_____ not very satisfying

15. If you are dissatisfied with the carpet you purchased have you done anything about it? Please check any of the following responses which are appropriate.

_____ I didn't do anything at all.

_____ I resolved never to purchase that carpet again.

_____ I told my friends/relatives of my experience and urged them to avoid that carpet.

_____ I returned the carpet for replacement.

_____ I returned the carpet for a refund.

_____ I contacted the store to complain.

_____ I contacted the manufacturer to complain.

_____ I contacted the office of Consumer and Corporate Affairs to complain.

_____ I contacted my lawyer about possible legal action.

_____ other (Please indicate the type of action)_____

_____

Thankyou. Your participation in this project is sincerely appreciated.

Comments:_____

_____

_____

_____

_____

_____

_____

APPENDIX D

(Phase II Self-Administered Questionnaire)

Self-Administered Questionnaire

Instructions:

The questions that follow refer to your carpet purchased recently (approximately eight months ago) from a store in Edmonton. These questions should be answered by the person most involved in the purchase of this carpet. However, he or she may ask for the assistance from other members of the household who were also involved in the actual purchase. Please answer the questions in the order presented. We are very interested in knowing exactly what you think and feel about your purchase of carpet. There are no right or wrong answers. We appreciate your cooperation.
Please indicate who is completing this questionnaire:

_____ wife alone _____ husband alone _____ both husband and wife

_____ single _____ two or more single persons.

Please give your answers to the following questions by circling a number to the right of each question. Circle the number which best describes the extent to which you are 'satisfied' or 'dissatisfied' with your carpet purchase.	very dissatisfied	somewhat dissatisfied	indifferent	somewhat satisfied	very satisfied
1. In general, how satisfied are you with this carpet?	1	2	3	4	5
2. How satisfied are you with the price you paid for your carpet?	1	2	3	4	5
3. How satisfied are you with the color of your carpet?	1	2	3	4	5
4. How satisfied are you with the style (i.e. plush, loop, twist, sculptured, etc.) of your carpet?	1	2	3	4	5
5. How satisfied are you with the durability or wearability of your carpet?	1	2	3	4	5
6. How satisfied are you with the installation and servicing of your carpet?	1	2	3	4	5
7. How satisfied are you with the ability of your carpet to hide dirt?	1	2	3	4	5
8. How satisfied are you with the ease of cleaning dirt from your carpet?	1	2	3	4	5

9. What is it about the carpet that is most satisfying? _____

_____

_____

10. What is it about the carpet that is most dissatisfying? _____

_____

_____

(continued on back)

	much less than I expected		about what I expected		much greater than I expected
11. Has the carpet measured up to your expectations?	1	2	3	4	5

Please read through each of the different statements listed below and circle the one number which best describes the extent to which you 'agree' or 'disagree' with each statement. Items 12 and 13 refer to your recent carpet purchase, while items 14 to 20 are more general.

	strongly disagree	somewhat disagree	neutral	somewhat agree	strongly agree
12. I would certainly recommend this carpet to a friend with needs similar to mine.	1	2	3	4	5
13. I would certainly recommend the retailer to a friend of mine.	1	2	3	4	5
14. Even though I know I should, I rarely return unsatisfactory merchandise.	1	2	3	4	5
15. I am the type of person who lacks the confidence to complain to a store about an unsatisfactory item.	1	2	3	4	5
16. I would complain to a store about an unsatisfactory product only if it was expensive.	1	2	3	4	5
17. When a product I bought doesn't stand up well I frequently tell my friends and neighbors.	1	2	3	4	5
18. I dislike returning unsatisfactory products to the store.	1	2	3	4	5
19. I would write letters to manufacturers to register complaints if I bought an unsatisfactory product.	1	2	3	4	5
20. It is often not worth the time it takes to return unsatisfactory merchandise.	1	2	3	4	5

21. Do you have anything else you would like to tell us about your carpet purchase?

Comments: _____

_____

_____

_____

_____

_____

Thankyou. Your participation in this project is sincerely appreciated.

APPENDIX E

(Phase II Covering Letter)

403 • 432-3824

FACULTY OF HOME ECONOMICS
THE UNIVERSITY OF ALBERTA • EDMONTON, CANADA • T6G 2M8

Dear

Thank you very much for participating in Phase I of the carpet research project. You can again help us by taking a few minutes to complete the enclosed questionnaire for the final phase of this research. We wish to find out how you feel about the carpet you purchased now that you have had it for approximately eight months. Please note that the questions should be answered by the person most involved in the carpet purchase, although he or she may ask for help of other members of the household who were involved in the actual purchase. We wish to remind you that all responses will be treated confidentially.

This study is being carried out as the thesis requirement for a graduate degree in Home Economics. We hope it will show what improvements could be made to the information sources available to carpet consumers and in this way should make future carpet purchases easier and more satisfactory.

Please insert the completed questionnaire into the postage-paid envelope provided and forward it in the mail as soon as possible.

Thank you once again for your participation - it is greatly appreciated.

Sincerely,

Betty Crown

Betty Crown, Ph.D.
Associate Professor and Chairperson
Clothing and Textiles Department

Jennifer Grieve

Jennifer Grieve
M.Sc. Candidate

BC:dlp